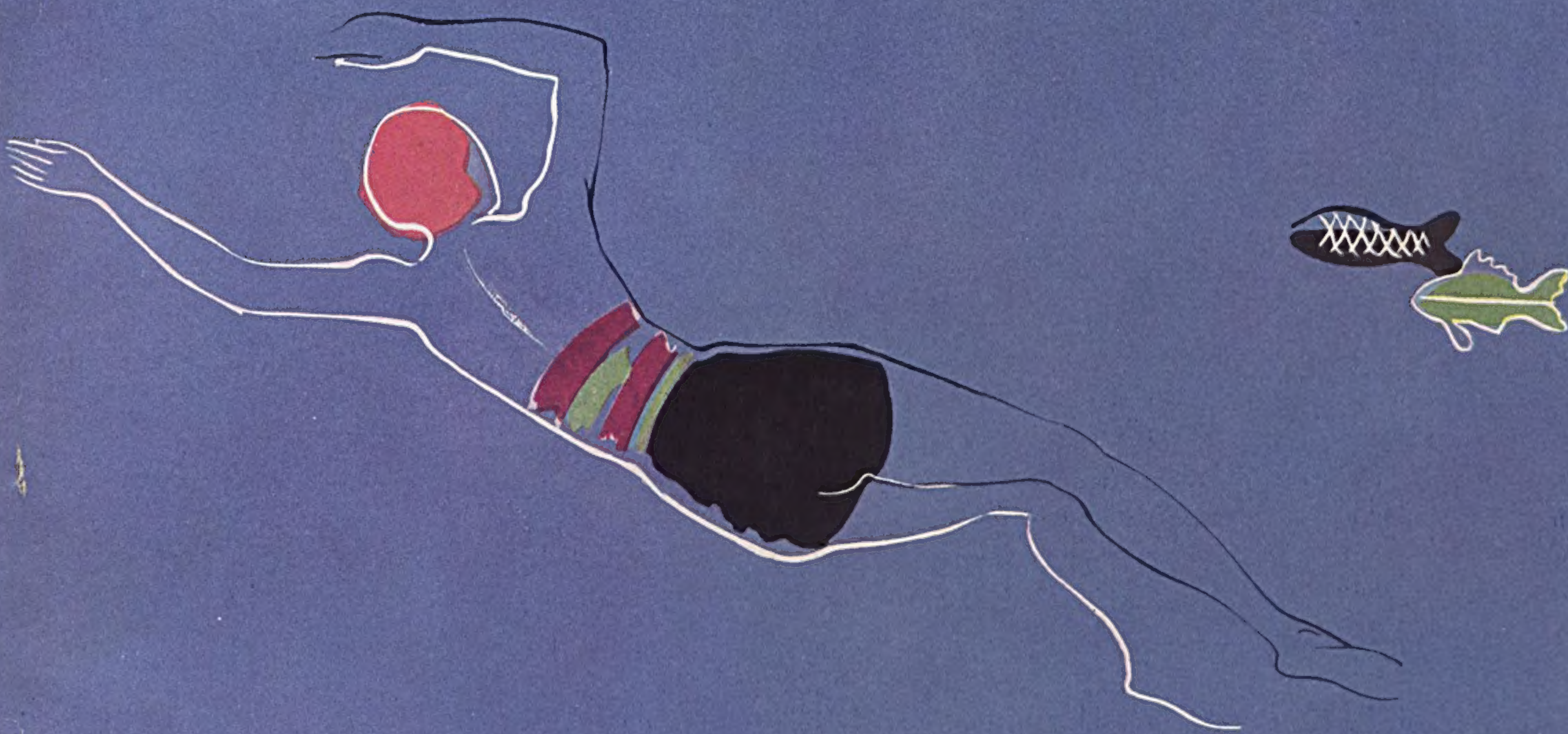


VOGUE

ADVANCE TRADE EDITION

See section opposite page 94



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FASHIONS

JUNE · 1 · 1932
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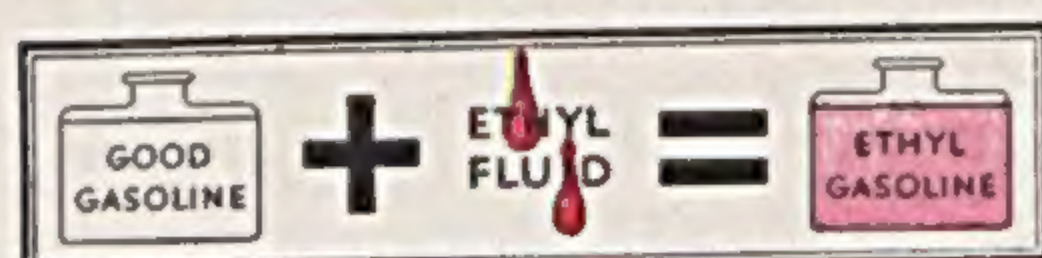
Ethyl TRAINS gasoline to do its best



Through a quartz window in the cylinder head of a modern high compression motor, engineers took high-speed photographs of the actual combustion of motor fuels. The picture above shows the uneven, wasteful explosion of ordinary gasoline.



Now Ethyl Gasoline is in the same engine. Note the *even* burning, the greater spread of power. Ethyl *controls* combustion; delivers a smoothly increasing pressure to the piston —brings out the best performance of *any* car.



Ethyl fluid contains lead

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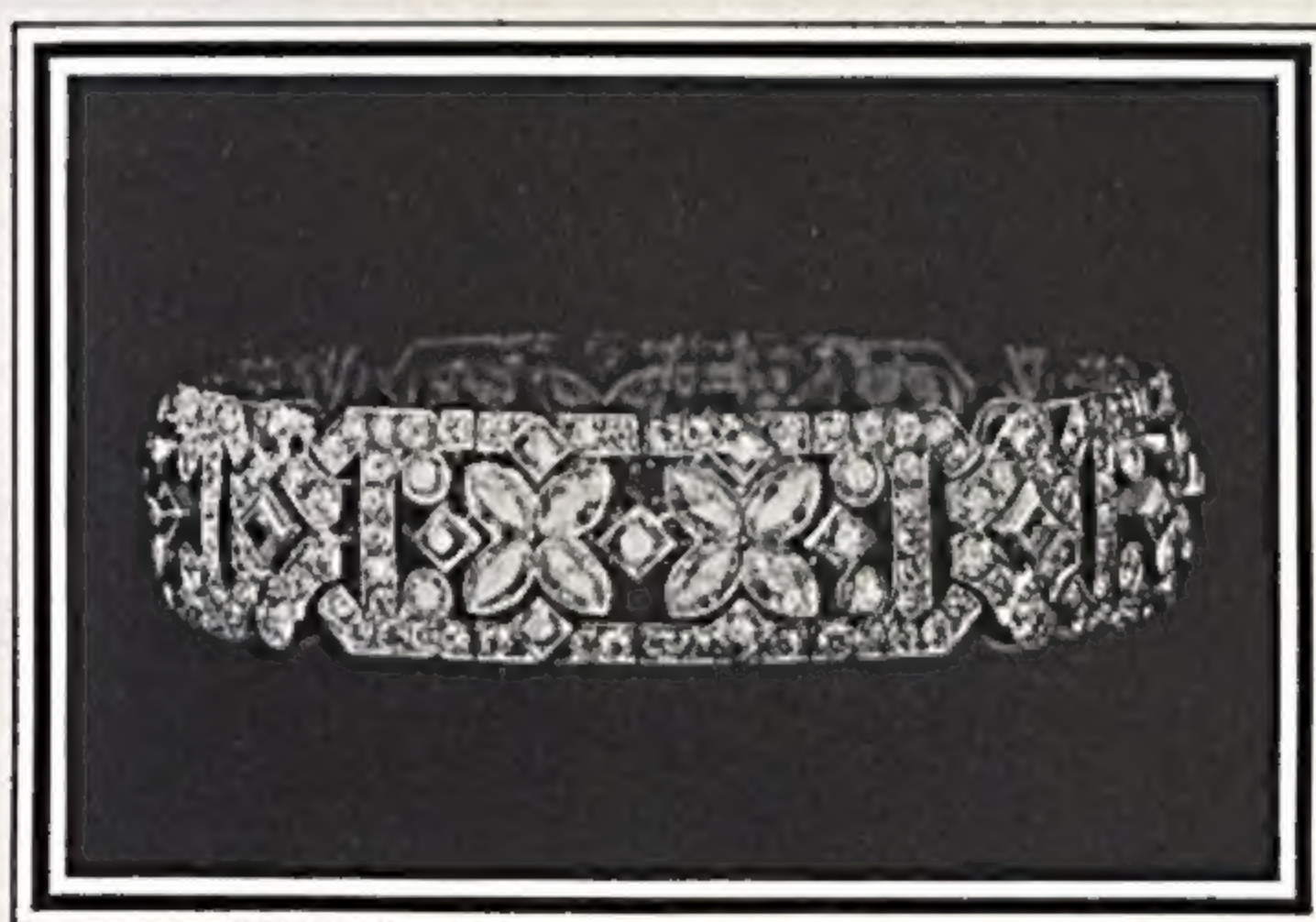
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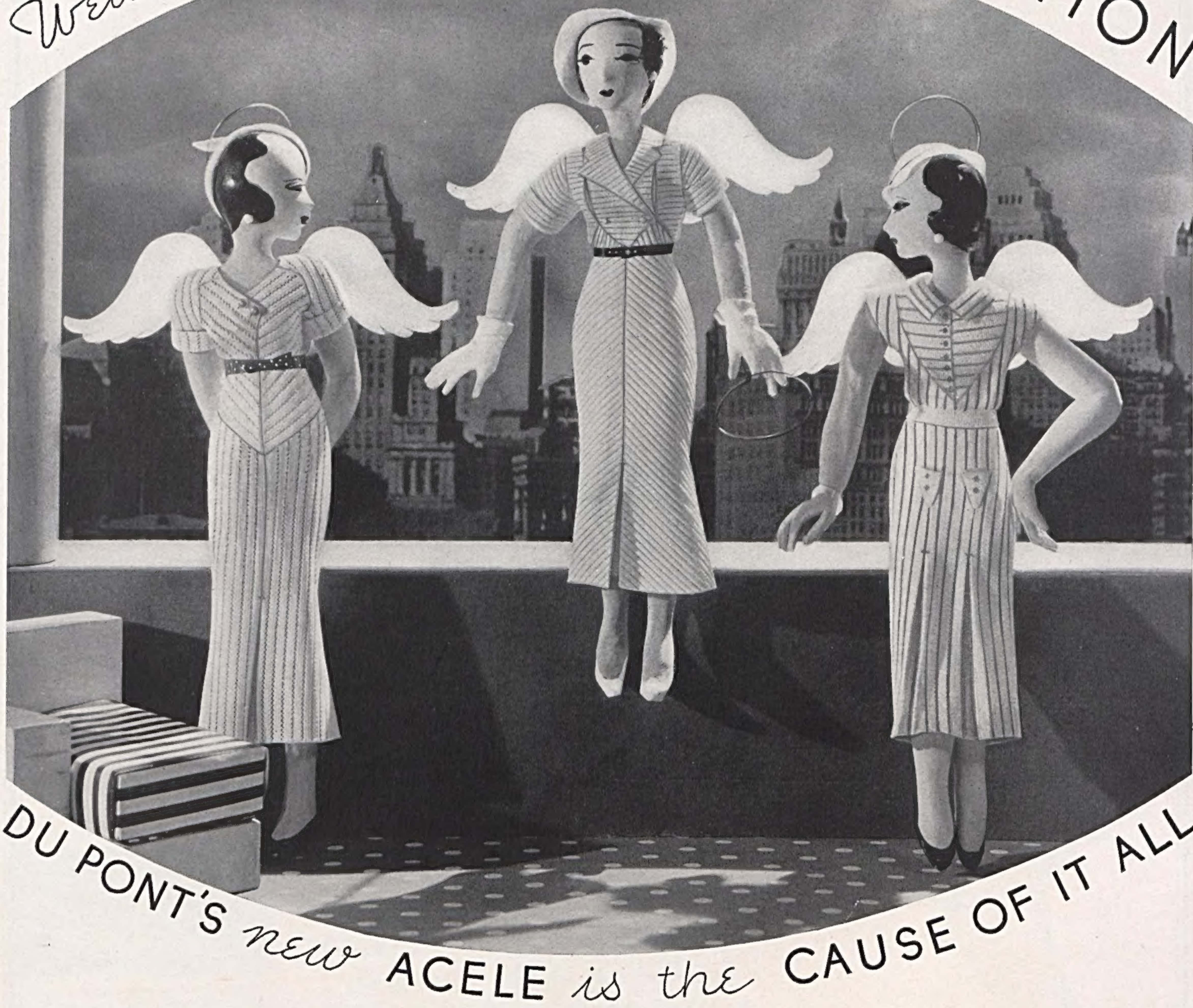
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★ Du Pont, whose Cellophane stirred such a furor in hats, now gives us Acele... chalk dull yarn to make Best's jerseys cool and dull. In colors, they look like pastel gardenias. You'll die to wear them now. You'll play in them for months. They are duller than silk... too supple to crush... always refreshed by proper tubbing. *Left*—Wide cord jersey in white, pink, blue, or yellow with polka dot patent leather belt. Front and back skirt pleats. *Center*—Both skirt and blouse add pleats with a medal score in view. Pink, blue, yellow, or white medium cord jersey. *Right*—Shirt bosom cut, high neck, skirt pleats front and back in this candy striped one-piece. Flat white with red, blue, green, or brown stripes. All come in sizes 14x to 20—Price \$16.75

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flash
smooth
all over*

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THREE SUMMER SPECIALS...with all the exacting tailoring for which Golflex is famous. Luraya, a lovely suède-finish wash crêpe, is used for all three. (Left) This dress is so smart and wearable that you may want several... in different colors **\$16.50**
 (Center) A bright jacket, of new twine lace, is worn over a one-piece dress with little short sleeves **\$25**
 (Right) For golf... for tennis... a perfect two-piece dress... so young with its gay buttons and two-toned belt . . . **\$16.50**
 Colors . . . white, shell-pink, maize, seafoam, sky-blue, beige.
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Empress of Britain... WORLD CRUISE

patra. See Javanese dancing girls at play. Meet kimonoed Japanese maidens writing poems to blossoming plum-trees.

Isn't that better than buying rabbit's-wool underwear, and checking butcher-bills? Four months on the Empress is living indeed.

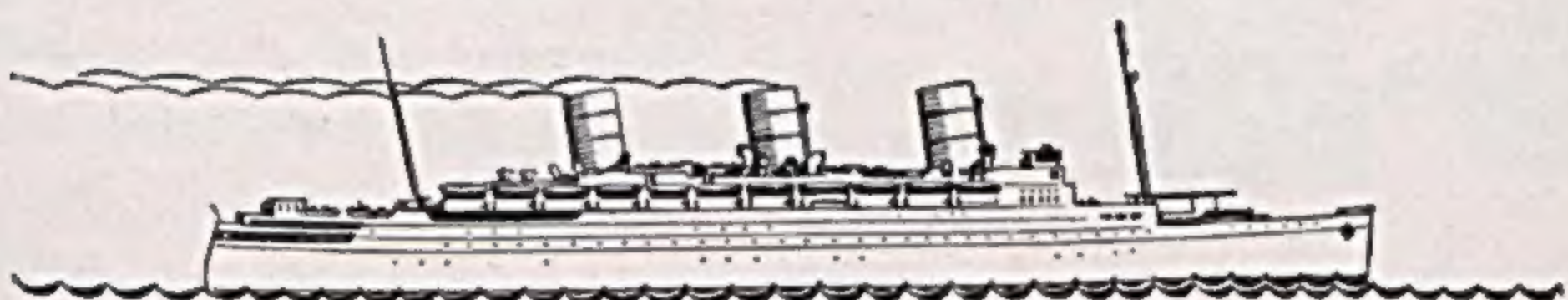
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liner to make a
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*A bathing ghat
in India*



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LONDON	- 14 hours	GENOA	- 5½ hours
BERLIN	- 17 hours	ROME	- 13 hours
MUNICH	- 5 hours	NAPLES	- 17 hours

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POLAND SPRING Mansion House

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JUNE 28th

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Select 3 or more Glazo colors



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This shade is a lovely pastel pink of flower petals—alluringly feminine.



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at this Demonstration Stand
(See illustration at right)

This convenient "self-manicure" stand is waiting for you at your favorite toilet goods counter—right now. Simply help yourself. You'll find three of the smart Glazo Liquid Polish shades to choose from, as well as the wonderfully efficient Glazo Polish Remover (it removes even the deepest shade of polish with perfect ease). Here's your chance to discover—with Glazo—how lovely your nails can be.



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Then why, oh why, endure the thought of one color—and *only* one color—for those ten little jewels on your fingertips?

A *second* Glazo wardrobe for your nails is the latest fashion trick—to suit the costume, the time and the place. And just 50c will give you this 1932 allure of another color-perfect Glazo shade.

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Frances A

Virginia Mac F

Mary H. G

- "Virginia's blouse has a draped neck knotted at the back. Back and sleeves are yellow, while the front is made of four squares — yellow, eggshell, beige and green. The skirt should be in beige or yellow. (Blouse No. 7277C; about \$8.50.)
 - "Marianna's white skirt is perfectly plain. The blouse, also white, with high neck and tiny puffed sleeves, is knitted in a fragile-looking lace stitch. The cardigan is Colonial red, with revers faced in white. (No. 7272D; about \$29.50.)"
- From a letter of LISA POTTER
BRADLEY SHOPPING ADVISER

Marianna C

THEY'RE really country clothes, and rather dashing . . . far too nice to be hung away in a closet until it's time to get the summer trunks out. So do introduce them to town life first . . . give them a penthouse party; or take them to the River Club and be the admired of all admirers. • For these new Bradley clothes are *something!* We've given our sweaters that big, broad-shouldered look. We've taken the tie-a-handkerchief-around-your-neck motif and developed it into a blouse that you'll probably buy if it's the last thing you do. We've founded a grand new school of color. We've originated new and completely different textures — some that are light and lacy; others, sturdy and strong. (Will you have both?) We've gone in wholeheartedly for sophistication. . . . And we've such an array of gay and charming things that you simply must find out about them for yourself. • Wherever you're traveling . . . seaward or skyward; to mountains or shore . . . for a week, or a month or an entire season . . . won't you let Bradley validate your wardrobe? The Bradley Knitting Company, Delavan, Wisconsin. "Slip into a Bradley and out-of-doors."

BRADLEY

CHECK HEATHER CHECK



RUSTIC ROUGH IN DU PONT RAYON

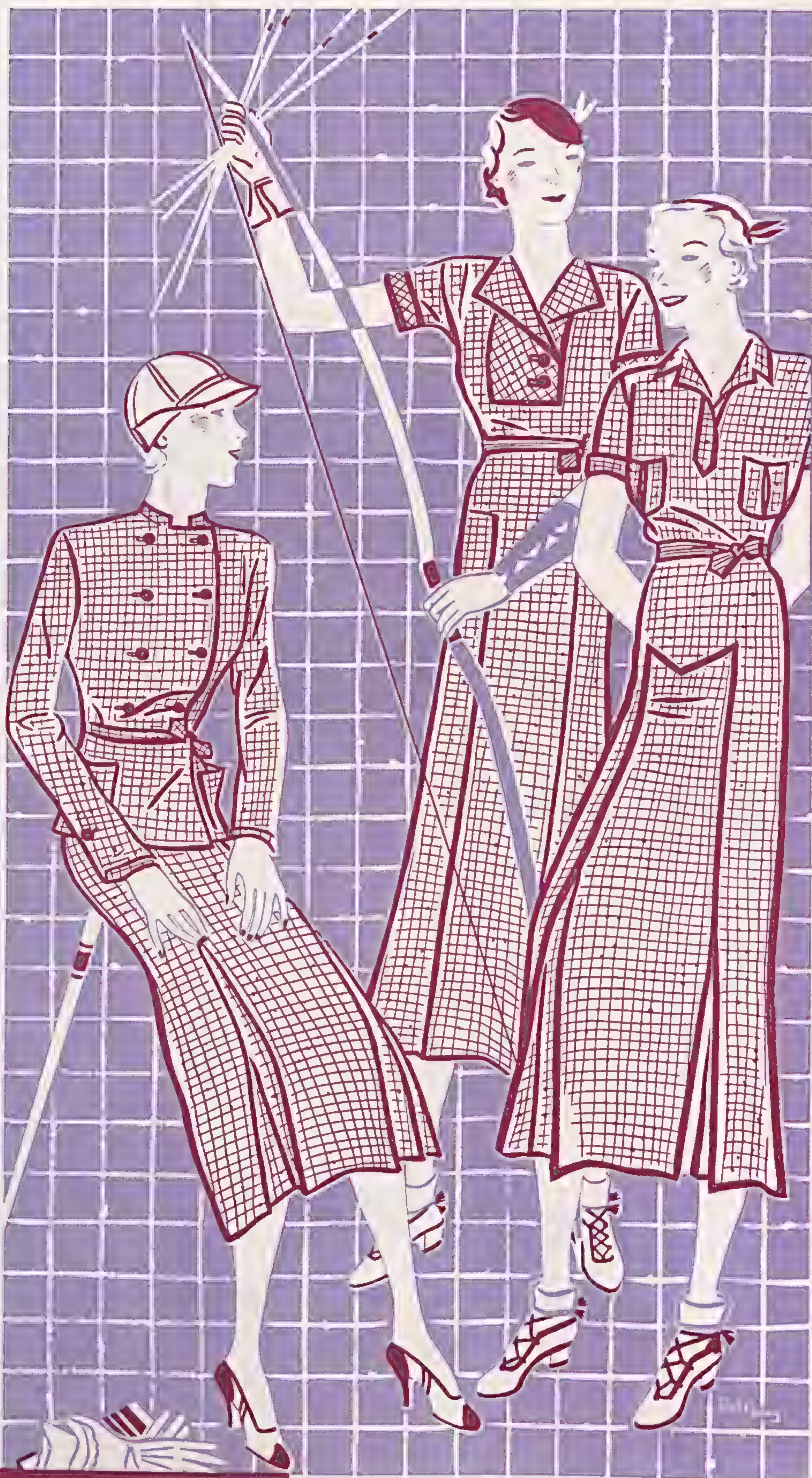
● We've put three good things together and turned out country clothes with Newport manners. First, we took a light, mannish weave in Du Pont Rayon. (Du Pont Rayon makes a grand rustic.) We insisted on a check. (Woven-in checks are exclusive.) Then, we had it tailored by a crank. (That means seams as flat as pancakes and pleats that stay in.) *Left*—Double-breasted suit tailored wide at shoulders, slim at hips. Wear it buttoned high or low. *Center*—This classic one-piece should be the core of your country wardrobe. *Right*—A tuck-in shirt and a skirt that hangs like a town tailor. *Colors:* Suntan white checked in linen blue, wineberry, or red. Sizes 12 to 20. Dresses are \$16.50. The suit is \$19.50.

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Du Pont Rayon Company, Empire State Building, New York, N. Y.



LORD & TAYLOR...(left)...Heather Check shirt and slacks ready to set foot on the Isle of Wight or a beach in Westchester. Slacks specialize in a flat midriff; fisherman pockets, mannish trouser crease. Sizes 12 to 20. Suntan white checked in linen blue, wineberry, or red. \$19.50.

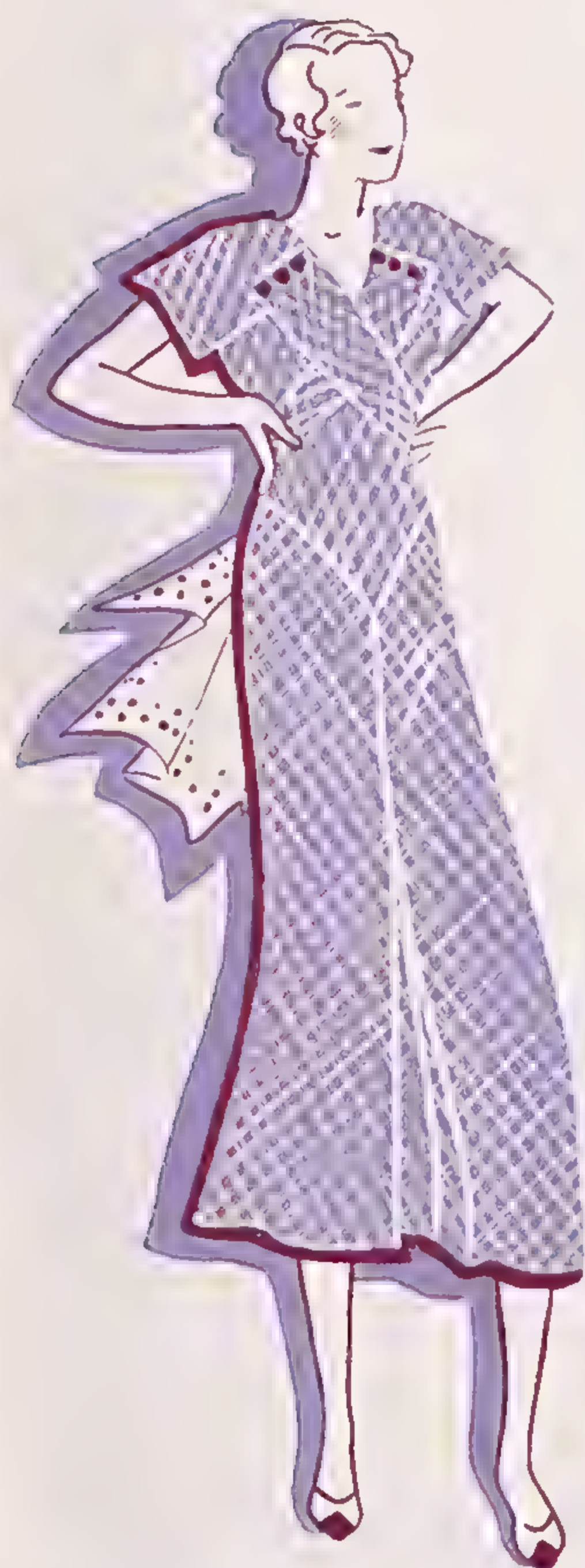
Lord & Taylor New York

JOSEPH HORNE CO....(right)... This skirt only pretends to button on. It's a one-piece and proud of puff sleeves that stay open under the arm. Toile du Sport of Du Pont Rayon makes it as refreshing as a tall frosted mint. Sizes 14 to 20 in white, pink, maize, Nile green, blue. \$10.75.

Joseph Horne Co. Pittsburgh



LEARN NEW CHIC IN DU PONT RAYON



FRANK R. JELLEFF ... (above)... When you play real tennis, remove these criss-cross straps. When you play spectator, wear them crossed and tied in back as sketched. This Toile du Sport of Du Pont Rayon is diamond checked in self color... the coolest imaginable texture for a summer's day. Sizes 14 to 20 in white, pink, soft blue, maize, or Nile green. \$10.95.

Frank R. Jelleff, Inc.
Washington, D. C.



SLATTERY'S...(right) ... Cut for coolness, a tennis dress with twin bows on each shoulder. Toile du Sport of Du Pont Rayon has just the proper cling to show the best lines of your figure. Sizes 14 to 20 in pink, maize, Nile, blue, cool white. \$10.75.

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MANDEL BROTHERS (left)... The harder you play the more you'll love this classic. For it is made of Toile du Sport... cool, light weave in Du Pont Rayon. This double-breasted blouse has silver and contrast in its buttons. Sizes 14 to 20 in pink, blue, smart white, maize, Nile. \$10.75.

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It is not too late to make reservations for your boy or your girl in some good private camp this Summer, if you act quickly. Most of the camps open about July 1st and close about September 1st. Therefore, there is just time for you to make an intelligent selection, get the young hopeful ready, and see him or her off to two months or more of the happiest life a modern child can live.

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May we suggest this course? Write to some of these fine camps that appeal to you because of location, principal form of activity or other factors. You may rest assured that all these camps, recommended to you by Vogue after investigation, are of the best in their respective types. Their literature will probably answer any questions, you may have. But, if you feel you need more individual attention, write for advice to Vogue's Camp Bureau, 1928 Graybar Building, Lexington at 43rd, New York. The Bureau will answer your queries by return mail, and send you a free copy of Vogue's Book of Private Camps. No obligation, of course.

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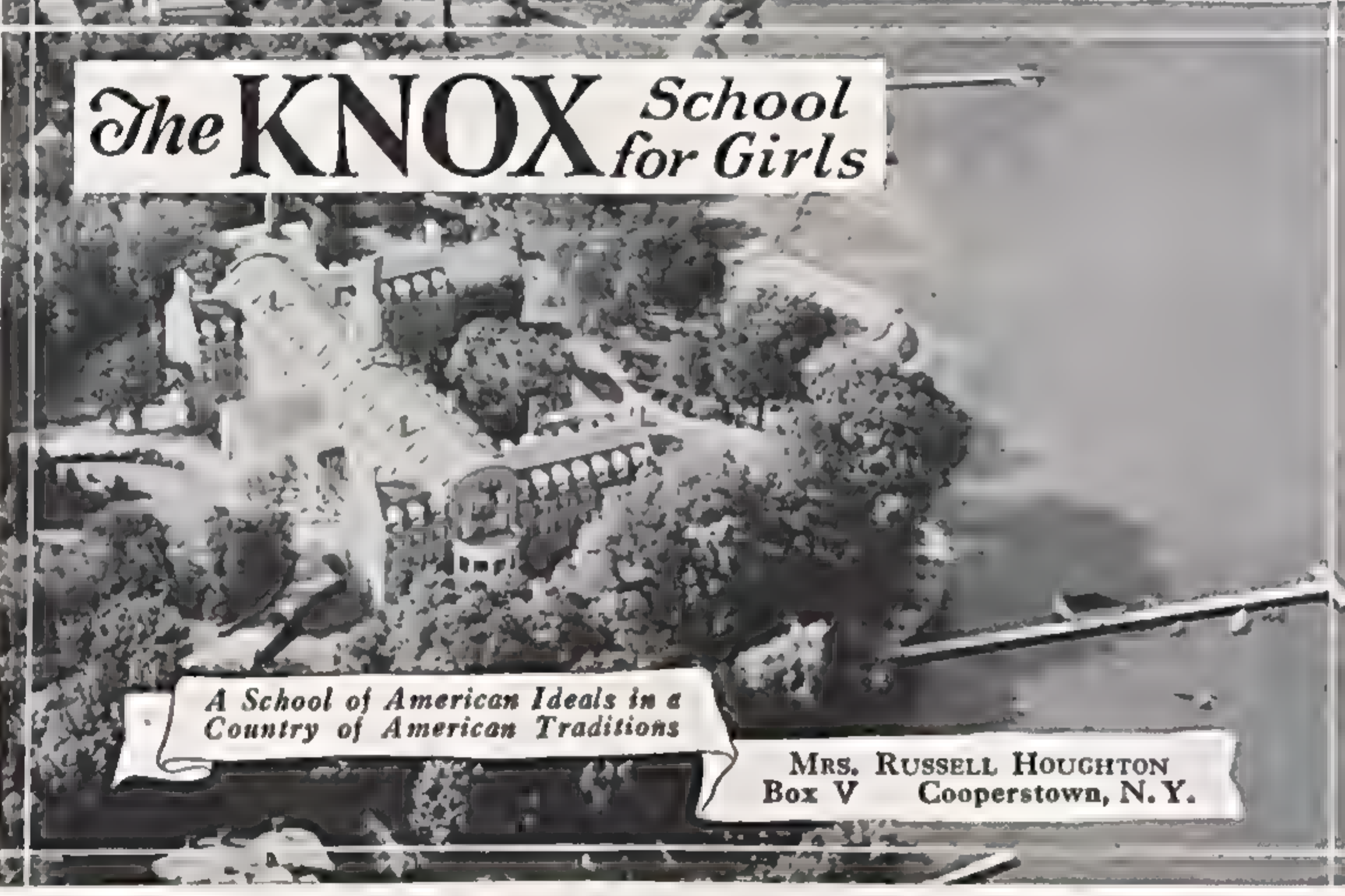
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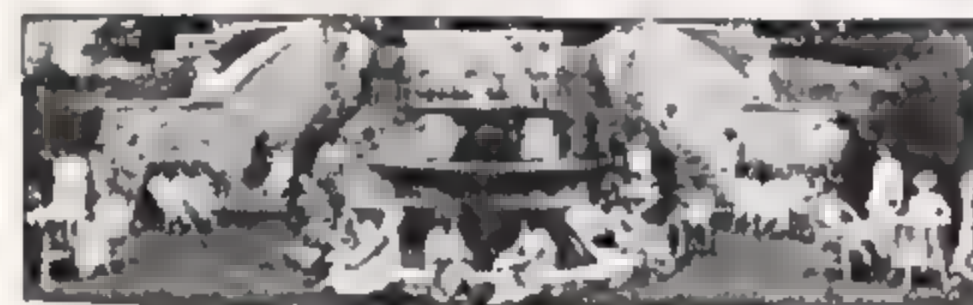
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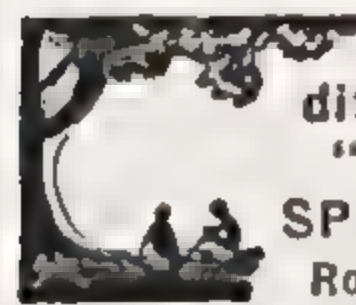
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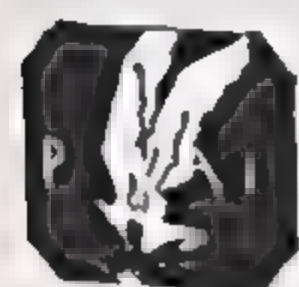
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You can write to or call on any of these dress shops or dressmakers with perfect confidence that results will be satisfactory. We suggest that you get in touch with some of the concerns listed under "Dress Shops" or "Dressmaking & Remodeling."

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SOCIETY

BIRTHS

NEW YORK
Freeman—On April 4, to Mr. and Mrs. W. Goodell Freeman (Mary Fahnestock), of Greenwich, Connecticut, a daughter, Mary McClure Freeman.
Harding—On April 7, to Mr. and Mrs. Henry K. Harding (Louise Gage Coburn), a daughter.
Mali—On April 3, to Mr. and Mrs. Henry J. Mali (Katharine Lord Strauss), a son.
Whiteside—On April 3, to Mr. and Mrs. George Alexander Whiteside (Amy Brown-Trainer), a daughter, Caroline Brown-Whiteside.
BALTIMORE
McComas—On April 8, to Mr. and Mrs. Louis G. McComas (Mary Elizabeth Rainsford), a son.
BOSTON
Terry—On March 28, to Mr. and Mrs. Robert Cushing Terry (Marianne Upton), a son, Robert Cushing Terry, junior.

DEATHS

NEW YORK
Brown—On April 12, Edward Willard Brown, husband of Leonora C. Lathrop Brown.
Close—On April 8, at "Dixie Farm," Tenafly, New Jersey, Frank N. B. Close, husband of Estelle B. Kline Close.
Ferris—On March 31, at Hempstead, Long Island, Mary Lanman Douw Ferris, wife of the late Morris Patterson Ferris.
Fleitmann—On March 31, William Medlicott Fleitmann, junior, husband of Alice Ely Chambers Fleitmann.
Francklyn—On April 5, Susan S. Hoyt Francklyn, wife of the late Charles Gilbert Francklyn.
Haight—On April 15, in Pelham Manor, New York, Sarah Bard Haight, daughter of the late Charles C. Haight.
McClure—On April 15, Arthur J. McClure.
Smith—On April 1, J. Hopkins Smith, husband of Frances Goodenow Smith.
Terry—On April 5, Edmund Roderick Terry.
Waldron—On April 10, Jonathan Cooke Waldron.
BALTIMORE
Cunningham—On April 1, William Cunningham.
Hurst—On April 11, at "Hurstleigh," John E. Hurst.
Pasano—On March 21, Louis D. Pasano, of Princeton, New Jersey, and Warrenton, Virginia.
BOSTON
Pierce—On March 31, Otis N. Pierce.
CHICAGO
Leiter—On April 11, Joseph Leiter, husband of Juliette Williams Leiter.
PARIS
Murat—On April 1, Princess Helena Murat (formerly Miss Helena MacDonald Stallo, of Cincinnati, Ohio).
PHILADELPHIA
Martin—On April 5, Elizabeth C. Price Martin, wife of the late J. Willis Martin.
Maxwell—On April 11, in Villa Nova, Pennsylvania, John Rogers Maxwell, husband of Lydia Clothier Maxwell.
WASHINGTON
Luquer—On April 5, Nicholas Luquer.

ENGAGEMENTS

NEW YORK
Blanc-Adams—Miss Elliott O. Blanc, daughter of Mr. and Mrs. Edward H. Blanc, of New York City, to Dr. F. Denette Adams, of Boston, Massachusetts, son of the late Dr. Samuel S. Adams and Mrs. Adams, of Washington, D. C.
Congdon-Hitt—Miss Mary Louise Congdon, daughter of Mr. and Mrs. J. P. T. Armstrong, of New London, Connecticut, to Mr. Hamilton Hitt, son of Mr. and Mrs. Rodney Hitt, of Rye, New York.
Nugent-Blackiston—Miss Elizabeth Park-er Nugent, daughter of Colonel George Nugent and Mrs. Nugent, to Mr. Henry Curtis Blackiston, junior, son of Mr. and Mrs. Henry Curtis Blackiston, of New York City and Hampton, Virginia.
SAINT LOUIS
Brank-Kneisel—Miss Ruth Brank, daughter of Dr. Rockwell S. Brank and Mrs. Brank, of Summit, New Jersey, to Mr. Frank Kneisel, son of Mrs. Franz Kneisel, of New York City and Bluehill, Maine.
Kennerly-Beeson—Miss Dorinda Blaksley Kennerly, daughter of Mr. and Mrs. Claude S. Kennerly, of Saint Louis, Missouri, to Mr. John Kennedy Beeson, son of Mr. Charles E. Beeson, of Pittsburgh, Pennsylvania.
WASHINGTON
Orme-Dent—Miss Marguerite Elizabeth Orme, daughter of Mr. and Mrs. James William Orme, to Mr. Louis Addison Dent, junior.
Sherley-Young—Miss Olive Critten Sherley, daughter of Mr. and Mrs. Swagar Sherley, of Washington, D. C., to Mr. Andrew B. Young, son of Mr. and Mrs. Edward E. Young, of Philadelphia, Pennsylvania.

WEDDINGS

NEW YORK
Chubb-Alsop—On May 28, in the Avon Congregational Church, Mr. Percy Chubb, second, son of Mr. and Mrs. Hendon Chubb, of Llewellyn Park, West Orange, New Jersey, and Miss Corinne Roosevelt Alsop, daughter of Mr. and Mrs. Joseph Wright Alsop, of "Wood Ford Farm," Avon, Connecticut.
Hodenpyl-Shannon—On April 29, in the Central Presbyterian Church, Mr. Eugene Hodenpyl, son of the late Dr. Eugene Hodenpyl and Mrs. Hodenpyl, of New York and Sag Harbor, Long Island, and Miss Happy Shannon, daughter of Mr. Porter Clyde Shannon.
Morris-Hun—On April 16, at the Holy Trinity Church, Princeton, New Jersey, Mr. Edward Shippen Morris, son of Mr. and Mrs. Roland S. Morris, of Philadelphia, Pennsylvania, and Miss Leslie Crawford Hun, daughter of Mr. and Mrs. John Gale Hun, of Princeton and Keene Valley, New York.

BOSTON
Gately-Kendall—On April 30, at the Leslie Lindsey Chapel, Boston, Massachusetts, Mr. Lewis Brown Gately, of New York, son of the late Mr. and Mrs. Curtis P. Gately, and Miss Elizabeth Parker Kendall, daughter of Mr. and Mrs. Waldo Shaw Kendall.
Safford-Dennison—In April, Mr. Nathaniel Morton Safford, junior, son of Mr. and Mrs. Nathaniel Morton Safford, of Milton, Massachusetts, and Miss Lois Eugenia Dennison, daughter of Mrs. Charles Clinton Dennison, of Cambridge, Massachusetts.

PHILADELPHIA
Denckla-Rodgers—On April 23, Mr. C. Paul Denckla, son of Mrs. Hermann A. Denckla, of Philadelphia, Pennsylvania, and Miss Katherine Norwood Rodgers, daughter of Mr. and Mrs. William H. Donner, of "Camp Woods," Villa Nova, Pennsylvania.

Grove-Galloway—On May 7, in Saint Paul's Church, Chestnut Hill, Pennsylvania, Mr. Henry S. Grove, second, son of Mrs. Henry S. Grove, of Germantown, Pennsylvania, and Miss Jane Gray Galloway, daughter of Mr. and Mrs. Charles Douglas Galloway, of Chestnut Hill.

McPherson-Hoffman—On May 14, in the Church of the Redeemer, Bryn Mawr, Pennsylvania, Mr. John Bayard McPherson, fourth, son of Mrs. Tyler Marshall, of "Stanley Farm," Abington, and Miss Marjorie E. W. Hoffman, daughter of Mr. and Mrs. Edward Fenno Hoffman, junior, of Villa Nova, Pennsylvania.

Roosevelt-Morris—On April 8, in Saint Paul's Protestant Episcopal Church, Chestnut Hill, Pennsylvania, Mr. William Morrow L. Roosevelt, son of Mr. and Mrs. Henry L. Roosevelt, of "Roosevelt Hall," Skaneateles, New York, and Washington, D. C., and Miss Louise Gilpin Morris, daughter of Mr. I. Wistar Morris, of "Thaydon," Chestnut Hill.

Walton-Lewis—On April 30, in the Church of the Redeemer, Bryn Mawr, Pennsylvania, Mr. W. Wyclif Walton, son of Mrs. John Gardener Walton, of Haverford, Pennsylvania, and Miss Carolyn M. Lewis, daughter of Mr. and Mrs. Edwin O. Lewis, of Overbrook, Pennsylvania.

SAINT LOUIS
McGinley-Jarvis—On April 1, Mr. Cuyler Ross McGinley, son of the Reverend Dr. Charles Calvin McGinley, of Centralia, Illinois, and Miss Stephanie Jarvis, daughter of Mr. Kent Jarvis.

SAN FRANCISCO
Beek-Steele—On April 2, Mr. Julian Palmer Beek, son of Mr. and Mrs. Joseph Beek, of Minneapolis, Minnesota, and Miss Peggy Steele, daughter of Mr. and Mrs. James King Steele, of San Francisco, California, and Manila, Philippine Islands.

Lazard-Ehrman—On April 12, Mr. Claude Lazard, of New York City, and Miss Esther H. Ehrman, daughter of Mr. and Mrs. Sidney M. Ehrman, of San Francisco, California.

WEDDINGS-TO-COME

BOSTON
Ford-Francis—On June 18, at Christ Church, Cambridge, Massachusetts, Miss Margaret Tyler Ford, daughter of Professor James Ford and Mrs. Ford, of Cambridge, to Mr. Edward Lownes Francis, son of Mr. and Mrs. George Tappan Francis, of Boston, Massachusetts.

Hallowell-Heckscher—On June 28, at "Wigau Pennassin," Wianno, Massachusetts, Miss Anna Davis Hallowell, daughter of Mrs. J. Mott Hallowell, of Chestnut Hill, Massachusetts, to Mr. J. G. Richard Heckscher, son of the late Stevens Heckscher and stepson of Mrs. Stevens Heckscher, of "Greenwood Farm," Strafford, Pennsylvania.

PHILADELPHIA
Sadtler-Coles—In September, Miss Frances M. Sadtler, daughter of Mr. and Mrs. Samuel S. Sadtler, of Chestnut Hill, Pennsylvania, to Mr. Walter L. Coles, son of Dr. Stricker Coles and Mrs. Coles, of "Al-scot," Bryn Mawr, Pennsylvania.

THE SHOPS OF VOGUE

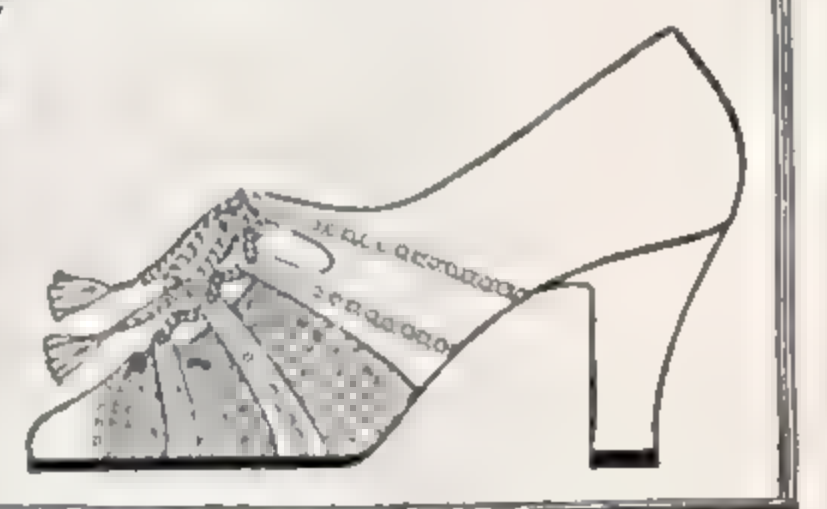
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THERE ARE THREE VOGUES
AMERICAN, FRENCH, AND BRITISH

Edna Woolman Chase, Editor-in-Chief

Carmel Snow—Editor of American Vogue
Michel de Brunhoff—Editor of French Vogue
Alison Settle—Editor of British Vogue



C A R O N

LES POUDRES DE RIZ LES PLUS FINES
LES PARFUMS LES PLUS DELICATS



VOGUE'S-EYE VIEW OF THE MODE

ON the coat of arms of fashion for June, a heavy, knitted maillot in an azure sea. A two-legged lady couchant on a field of sand, in beach pyjamas, with oil on a skin of golden-brown and toe-nails varnished crimson. A wide-shouldered tennis dress rampant on en-tout-cas. A lady with long artificial eyelashes, on a stool in a bar sinister with all the lions of the season regardant. Short-sleeved sunburned arms aslant with short dark blue or white crocheted gloves tugged thereon. Heads of maidens, their hair razed like close-fitting silk caps, ringlet-fringed. Shallow sailor hats, trimmed with sailor-boy ribbands. A woollen

evening dress sitting upon a city roof, with sandals cut down to nothingness and silk stockings marvellously sheer. A mousseline dress with a silver fox capelet and still more artificial eyelashes batting under a waxing moon. Prints flowered and counter-flowered and little jackets and scarfs innumerable. And, over all, a vast sun hat of native straw obscuring all, the shield supported by the flowing silhouettes of the present fashions, in the queer off-blue of to-day, jewel-bedecked; and blazoned and triple blazoned in gold on a dancetty line, the motto of the season, "*Fay ce que voudras.*" Do exactly as you please.



CECIL BEATON

Mrs. Cornelius N. Bliss

Mrs. Bliss, like her husband, is an outstanding figure in the charitable activities of New York. Just now, she is living at her country place at Westbury, Long Island, and working very actively on Mrs. August Belmont's committee for unemployment relief. Before her marriage, she was Miss Zaidee Cobb, of Washington, D. C.

INTERNATIONALIA

Discovers new sensations

THE Parisienne has discovered Europe. She spends her week-ends in Geneva, Berlin, and London. Perhaps, in London, Reinhardt invites her to Offenbach's operetta, "La Belle Hélène," and points out the skill of one dancer, the faults of another. Or Oliver Messel shows her his settings for a revival of "The Miracle," and she sees Lady Diana Manners at a rehearsal. Perhaps Vuillard, the great painter, friend of all the Impressionists, has walked up and down the Royal Academy with her and recounted how Sacha Guitry, the actor, once had the idea of filming men like Monet and Renoir at work, reproducing through the camera the light effects that they loved.

Excitements are rare just now, and it would be a pity to miss any one of them—even though it takes place in a foreign country. The smart woman is prepared for anything—a big evening party or a golf match—and her clothes are all planned so that she can be happy in them in Paris, in Vienna, or at a country week-end. An example is a navy-blue or brown woollen suit, worn with a striped jersey blouse or a pale silk blouse; a beret, brown kid shoes, a brown crocodile bag, beige gloves, a smart brooch, and a smart scarf. And to go over this, a comfortable top-coat. With this, she is ready for anything.

There's a challenge in getting ready for eventualities, this year. One can't afford a single error. The smart woman's solution is to avoid eccentricities of dress and to choose clothes definitely suited to her particular activities. Everything, she feels, must be real—pleasures, jewels, chic. She doesn't want to travel unless she will get a strong, vivid impression; she doesn't go out unless she will see really amusing people. And she only buys clothes and jewels that are beautiful, that she is sure she will enjoy wearing.

The result is smarter than ever. If you go to a party, you are thrilled by the number of new dresses. Mrs. Corrigan's dinner of ninety, for Lady Londonderry, in the private dining-room at the Ritz, was like a *couture* opening, with the new dresses worn, not by mannequins, but by the prettiest and smartest Italian, English, American, Russian, Spanish, French, and Greek women. The Comtesse de Beauchamp wore the lovely white crêpe Vionnet dress with pale green drapery twining round the shoulders. The Princesse Jean-Louis de Faucigny-Lucinge and Mrs. Bullock wore the same Lelong success—a very high-waisted black dress with a tiny, wide-sleeved black coat flecked with white chenille dots. Several women were



PRINCESSE JEAN-LOUIS DE FAUCIGNY-LUCINGE

dressed by Patou—the Comtesse de Robilant and Donna Frigério in dark blue crêpe with a diagonal slit at the back of the décolletage; the Princesse Guy de Faucigny-Lucinge in the same dress made of orange crêpe. Another favourite Patou dress had a short cape slit in the middle of the back, revealing a deep décolletage.

At this same dinner, the Comtesse Lo-Savio looked charming in Chanel's white piqué dress with the huge piqué lei. The dark-haired Marquise de Jaucourt wore Chanel's black organdie, and Mrs. Hyde had a smart dress and jacket, also from Chanel, of crisp sky-blue wool. The Princesse Ilyinsky wore Lanvin's flowing pale pink chiffon dress with embroidery at the back (shown in April 15 Vogue), and the Comtesse Elie de Ganay was lovely in a short sheath of heavy crisp white crêpe, from Worth, a marvellous model for her beautiful figure.

The night before, the Hon. Mrs. Reginald Fellowes gave a dinner-party with film projections afterwards, in her house at Neuilly, which she has decorated cleverly with the help of Süe. The screen was painted in white in the centre of a huge plate-glass window that opens on the garden, so that the pictures appeared to be framed in an out-of-doors mystery. Mrs. Fellowes herself wore a lovely Mainbocher ensemble of dark blue crêpe, with a short jacket almost swallowed up in blue fox,



COMTESSE JACQUES DE BRETEUIL

and both the Comtesse Jean de Polignac and Madame Henry Bernstein had soft, flowing black dresses, speckled with white polka-dots, treated in very different ways—one from Lanvin, the other, with the huge white bow, from Mainbocher.

Of course, big parties are rather rare, but, somehow, clever hostesses always find a new excuse to invite a few friends in for the evening. The greatest sensation of this past spring was one particular party. They say it was Mrs. Marshall Field who started the whole business in London and that Cole Porter brought the idea back to Paris, where it was produced one memorable night by Miss Elsa Maxwell. The morning after, the world and the newspapers baptized the party by its present name, "The Scavenger Game." The guests were assembled and told to hunt in pairs, to go forth at ten and be back at midnight without fail, bearing with them as many of the following objects as possible: a red bicycle lamp, a cooked sausage, one live animal other than a dog, one swan from the bois de Boulogne, one slipper worn by Mistinguett that night, one handkerchief of the Baron Maurice de Rothschild, one hat belonging to the Hon. Mrs. Reginald Fellowes, one live duchess, one autographed photograph of royalty signed that night, one red stocking, one metro ticket, one mauve comb, three red hairs, one pompon from a sailor's hat, the cleverest man in Paris. *Figurez-vous* the possibilities of this game.

Imagine the excitement back-stage at the Casino de Paris, for instance. There was Mistinguett coming back to her dressing-room after her turn, to find her maid in tears and a shoe that she wears in the *Zoulou* act and a sandal for the Greek tableaux and various other bits of footgear, gone, vanished. They came back to the temperamental star the next day, of course, tied to trees of flowers and bunches of orchids, so everybody was happy—but imagine it. Imagine the bicyclist wheeling peacefully home down the Champ-Élysées to his evening *soupe*, suddenly offered fantastic sums for his bicycle lamp by a lady at a limousine window. A crowd gathered and gal-

lantly tore his bicycle to pieces in order to get the lamp off. Picture the little French sailor in front of the Ministry of Marine, seeing his hat disappear with a lady in a Rolls-Royce, with only a vague promise that he would get it back at midnight. In terror of court martial, he borrowed another from a pal, had it stolen, and spent the next hour capturing and losing caps until he was in a state bordering on insanity.

A red-haired lady at this scavenger party paled when the list was read aloud, and, in terror of being plucked like a chicken, ran away. Live duchesses were kidnapped from cinemas and dinner-parties ruthlessly. Only the cleverest man in Paris, Paul Morand, and the swan in the bois de Boulogne refused flatly to be hauled into the fray. At midnight, the loot was spread before the judges, and the prizes, of an evening dress, a day dress, and a pair of pyjamas from Patou, were awarded. When the William Randolph Hearsts played this game out on Long Island, a new list had to be invented. The royalty and duchess items were replaced by a gramophone record of "I Surrender, Dear"; firecrackers; a chicken's feather; a punched railway ticket, a beautiful *pot de chambre*, and an old-fashioned nightshirt that would have been easy here, but was almost impossible in America.

Music is quite a fad in Paris. The Princesse de Polignac has had quartets play in her atelier. Elsa Maxwell gave a soirée in her studio on the rue de Bruxelles, where Ninon Vallin sang and the Quartet Krettly played late into the night, in a dim light (Continued on page 88)





"Readings" in Paris: Francis Poulenc, the composer, is reading to Madeleine Le Chevre, Mrs. Trefusis, Princesse Guy de Faucigny-Lucinge, and Madame Henry Bernstein



The Krettly Quartet played at one of Elsa Maxwell's soirées. Across two pages, Miss Elsa Maxwell (extreme left), Comtesse Elie de Ganay, and Comtesse André de Robilant

At the Comtesse Etienne de Beaumont's, Serge Lifar gave an impromptu dance, leaping between floor and piano and enchanting his audience, Germaine Tailleferre accompanying

SPONTANEITIES

Mademoiselle de la Cornillère goes walking in a blue-and-white jersey ensemble from Jenny, while Donna Béatrice Frigério (below) wears a navy-blue wool town suit from Patou and Patou's flower-trimmed straw canotier

The Parisienne is as apt to spend her week-end in Vienna or in London as in Paris. Madame Champin is ready for travelling in a mixed grey woollen suit from Louise-bou langer and a red hat and scarf from Louise Bourbon

Smart Paris is gathering on roof-tops, these days. Below, the Comtesse de Maillé is wearing an ensemble from Lanvin Sport; the Comtesse de Cossé Brissac, Schiaparelli's yellow cotton suit. Reboux hat. Elsie de Wolfe table



MADEMOISELLE DE LA CORNILLÈRE



MADAME PIERRE CHAMPIN



DONNA BÉATRICE FRIGÉRIO



COMTESSE DE MAILLÉ • COMTESSE DE COSSÉ BRISSAC

HOYNINGEN-HUENÉ



DUCHESSE D'HARCOURT

PRINCESSE DE BEAUVAU-CRAON

A new enthusiasm for outdoor life takes the smart Parisienne out to the golf-links every day. Note the classic golf costumes worn by the Duchesse d'Harcourt and the Princesse de Beauvau-Craon at Mortefontaine

Sunday lunch in the country is a chic diversion of Paris. The three snap-shots below were taken at the recently re-decorated Hôtellerie Jean-Jacques, in the forest of Ermenonville, not far from Mortefontaine and Chantilly

HOYNINGEN-HUENÉ, PARIS



MONSIEUR MARCEL ROCHAS • MADAME LEFÈVRE DESPEAUX



MADAME DESPEAUX, MADAME ROCHAS, COMTE DE BEAUMONT, MONSIEUR WEISWEILLER



COMTESSE DE COSSÉ BRISSAC • COMTESSE DE POMEREU

IN CURRENT PARIS

CHILDREN'S CAMPS

Oases in a desert of sophistication



EVERY year, somewhere along in July, there comes a time when practically all young America is in camp. You may approve of it or not, but the fact remains that, for one month or even two, big country estates and little town houses, east, west, north, and south, are practically unanimously bereft of their young (the young, that is, who are of camping age). Camps have become a custom of the country.

It's more than possible that you don't approve. Perhaps you have a country house, planned largely with an idea of providing health and recreation for your growing family. You feel that it would be a wilful waste to have the swimming pool neglected, the tennis-court idle, the extra car that was to shuttle between house and country club and beach unused. But if that growing family is in the very early 'teens, or even younger—do they make friends easily, the friends you want them to make? And do they play tennis and golf, do they swim and dive enough really to enjoy all the things you have so carefully provided? And are you quite sure that beaches and country clubs, with all their modern sophistication, are good backgrounds for twelve-year-olds, or even for fourteen- or fifteen-year-olds?

Provided that you can say "yes" to all these questions, it is still more than likely that you will be defeated. Almost inevitably, life being what it is, your young son or daughter will choose as an inseparable companion a child who is going to camp. In which case, all the

pleasures and palaces you can offer will have next to no appeal.

Or, perhaps, you are one of the vast congregation who expects to be marooned in town till stocks go up again—and what to do with the children? Or you have decided to desert your offspring, take advantage of low prices, and go to Europe. Or, as it so frequently happens these days, you are a Woman-with-a-Job, as well as with a child. In any of these cases, to you, children's camps are places especially provided by Providence.

They are amazing places, too, these little groups of spick-and-span bungalows in the pine woods beside some lake in the hills, or strung along a white beach on the seashore. They are small republics, complete in themselves, equipped with directors and counsellors, dieticians, doctors or nurses (or both), sometimes with a psychiatrist. And they are governed by old-fashioned rules that you have probably forgotten all about—funny things like order, and promptness, and good-sportsmanship, and wholesomeness. Once your child arrives at one of them, you become extremely unimportant—a fairly clear, but by no means persistent memory. He is on his own.

We don't claim that you'd always like it, if you could be an invisible spectator of your offspring's camp life. You might resent a little your daughter's enthusiasm for plain living, as you thought of the care you had put into chintzes and dressing-table and curtains in her room at home. You would certainly wish that *sometimes* she could wear one of the dresses in her own closet instead of the eternal middies, bloomers or shorts, and sneakers. You would wonder occasionally whether a schedule made up so largely of eating and exercising was essential to good health. Or, if it was a son that you were observing; you would probably have moments of thinking that camps were much too Spartan for your taste.

Even when camp is over, there will be times when you regard your child with some bitterness. There is probably nothing more exasperatingly wholesome than a newly returned camper. Nothing more monotonous than conversation made up exclusively of outbursts of enthusiasm

about food, hikes, camp-fires, and that rather masculine-looking girl who won the tennis championship.

But is there anything more radiantly healthy than a girl or boy just back from camp? Anything more miraculous than the transformations that take place there—the changes from shy little girls into poised young damsels, from spoiled darlings to regular boys, from bookworms to young Amazons? And, best of all, could anything be more comforting than to know that your very young son or daughter is not leading the rumble-seat life of the summer resort or sitting around in the locker-rooms of country clubs?

And, next summer, you will get the thrill of a lifetime when you see your daughter, slim and strong, playing tennis with a sure and skilful stroke, or diving fearlessly from the highest board beside the pool. Or, a little later, taking part in some school play with none of the self-consciousness she used to have, but lost that summer at camp. Or when you hear your son, on your next trip West, talking to the guide about forestry or the building of a shack, with a real knowledge of his subject.

It is, of course, as important to choose the right camp as to choose the right husband. You must find one that is especially good for the age your child happens to be. You must make certain that the director has ideas that are compatible with yours; that the location and climate are what you want. And, above all, you must know what type of children go there, for a friend made at camp may easily turn out to be the friend of a lifetime.

We may have sounded a little sentimental about camps. And, perhaps, you are a sophisticated lady, who flits from New York to Paris, from Newport to Biarritz, and laughs at sentiment. No doubt, you are right. But we would like to see you, some summer evening, standing outside a circle round a camp-fire in the woods, watching some fifty young faces in the firelight, and hearing some fifty young voices—raised to the stars—, totally forgetting that there ever were such things as road-houses and rumble seats.



STEICHEN

CHANEL—HATTIE CARNEGIE • CHAIR FROM MARY HOWARD, INC.

Sprigged organdie and field flowers



A FOUNTAIN TINKLES IN ARTIFICIAL MOONLIGHT



IN THE VANDERBILT GARDENS

These Palm Beach gardens were lit by the genius of Rudolf Wendel. On this page, you see the unearthly effect of light and shadow in Harold S. Vanderbilt's newly lighted garden, which inspired Mrs. Joseph Davis to sit down and write the rhapsody on the opposite page



F. E. GEISLER

FLOWERS COME OUT IN FADED, GHOSTLIKE COLOUR

The MOON VERSUS MR. WENDEL

THE little poem at the right was scribbled by Mrs. Joseph Davis in Palm Beach, last winter, after an evening watching the effect of Wendel's lighting in a tropical garden. The sterile, distorted trees refer to the Palm Beach coco-palms, which, as every one knows, bear no fruit in that sophisticated air, and to the papyrus-trees, which are another joke there on account of their astonishing love-life. The reference to rum runners was thrown in because the very morning when she wrote the verses, a gentleman of the newest profession in the world, bringing liquor from the Barbados by plane, had made a forced landing on Harold Vanderbilt's beach. He had bequeathed to a little tennis boy his plane and twenty cases of wine and escaped the federal agents by the skin of his teeth, and there had been great excitement about it in the Vanderbilt house-party.

But to go back to Mr. Wendel and his marvellous garden lighting: after a late nine-o'clock dinner at one of those new Palm Beach houses, you stroll down in the gardens for coffee. There are usually chairs around a pool or in a patio, so

that you can sit and smoke and bask in the vision before you. All about is the mystery of the deep, tropical night. The waters of the pool shimmer. Black shadows of palm-crowns and the tall trunks of the sterile trees are projected across white lime-lit expanses. The radiance falls suddenly on long, palm rows, the light diminishing towards the background, extending the perspective, apparently forever. Here, a flower-bed is brought out by hidden reflectors, reproducing the colours of the flowers with a ghostlike quality. There, eerie in the night, you see the lighted tuft of a particularly beautiful palm stirring gently in the breeze. Far down on a lower level, a perfect little fountain tinkles in silver-white artificial moonlight. Everything is exaggerated, deepened, made more extravagantly luxuriant. The palms are giants, the alleys never-ending, and the chiaroscuro increases all the mysterious depth of the tropical vegetation. The astonishing thing about it is that the sources of this light are almost invisible. No ordinary reflectors are used. The coloured lights and lampions are placed

Said the Man in the Moon to Wendel,
"I'm bored to extinction at night,
Who cares to abet the rum runners
While you aid true lovers' delight?"

"Device has usurped my high office
Of moving humanity's heart,
Now their pettier passions are lighted
By electrical, indirect art.

"Young lovers are now found entwining
'Neath a sterile, distorted tree
Jazzing their shallow love prattle
By lights not of land, nor of sea.

"My beams can not pierce through an
arc-light,
Deflected, they falter and flee,
And the greenish tinge of my substance
Is not cheese, but jealousy."

very cleverly, and the apparatus is often camouflaged in metal leaves so that it sinks into the natural greenery!

It has been done before. The first time was about two years ago at the Rothschilds' in Paris. Mr. Wendel's lighting was just beginning to be the talk of the town. Then, Lady Mendl had him do her apartment and her Versailles gardens, and Tony Montgomery used to ask his friends out to his little place outside of Paris to see the lighting on the Gothic angel in his garden (his Vionnet angel, she was called, on account of the fashionable lines of her dress). Of course, Mr. Wendel used an entirely different technique in those formal French parks. There, he brought out the architectural features of the gardens, spotting them with eighteenth-century dignity—fountains lit as primly as an air of Lulli, Houdon statues with moonlit profiles, all quite unlike the tropical abandon of light and shadow in the Vanderbilts' and the Harrison Williams's and other Southern gardens.

A separate set of verses might be written, called "The Sun versus Mr. Wendel," for, if his artificial moonlight is good, his artificial sunlight is even more extraordinary. Figure to yourself a house (the William Goadby Loews' new house, on Ninety-Third Street), a house with tremendously high ceilings, ancient woodwork, and fine old English furniture. You go there some rainy day for bridge or a committee meeting, run up to the front door in the pouring rain, (Continued on page 89)



IN THE HARRISON WILLIAMS'S PATIO



BEST • SAKS-FIFTH AVENUE • LORD AND TAYLOR • McCREERY

The new school of swimming suits

Look closely at the warm, natural tan shade of this Bradley two-piece suit. If you're mildly sunburned, onlookers can't tell which is suit and which is you

No one will give up the terry-cloth beach robe, and here it is in a new blue. Another chic fixture is the white bathing-cap. Both are U. S. Rubber inventions

Now, the bathing-brassière goes boldly on top of a suit, instead of under, as of yore. Schiaparelli shows how it's done on this suit, "Caplet," a Van Raalte chef-d'œuvre

Three perfectly sound reasons for wanting this B.V.D. suit are: its new pebbly knit stitch, its wide band of ribbing through the midriff, and its infinitesimal skirt

All these ladies were sketched around and about the deck pool on the S. S. Mariposa, the first of the new fleet of Matson liners that will sail the Pacific



BEST • BEST • BEST • SAKS-FIFTH AVENUE

Sketched aboard the S. S. Mariposa

This is the back that will confront you on all smart beaches this summer—the famous overall-strap back. Owned by a Hollywood suit here. Solid colours, too

Or, you can go to the other extreme and have a very high neck-line—like that on this jersey suit with a double-breasted, rib-fitting top and buttoned skirt

Baring all of your back that it can, this one-piece jersey ties like a child's apron in a bow at the waist-line. It's an Ocean suit, in clear bright red or blue

Newer than beach pyjamas is the beach suit—worn over your bathing-suit. This is of flannel, with a skirt ending below the knees and a waist-length jacket



MARTIAL ET ARMAND-BENDEL • HEIM-HATTIE CARNEGIE • MARTIAL ET ARMAND-BENDEL

Cool, fresh, and easy to wear

The jacket of this navy-blue shantung suit, "Carina," gives the blouse a chance to show in front and at the edges of the sleeves. Printed toile de soie in red, yellow, and blue is the gay blouse fabric

Silk that looks like woollen, with a small checked pattern, is the practical fabric for "Tabou." It has a sleeveless three-quarters coat and a simple dress with a lingerie guimpe to add coolness

So many red, green, yellow, and white flowers are scattered over this printed crêpe de Chine, "Kiss Me," that you scarcely see its black background. The scarf faced with red crêpe forms a collar



LUCIEN LEONG—FRANKLIN SIMON • WORTH • WORTH—BENDEL

Printed impressions of summer

It's the pattern of the print that makes "Fabiola" so smart, the arrangement of the black-and-white diagonals. Lelong cut the fabric in strips and then joined them, to get the effect. Note the white scarf

A fine white pattern zigzags across this ensemble, "Sens Unique." The dress has that chic high-low neck-line, and the three-quarters length coat leaves off sleeves altogether, for coolness' sake

You can wear "Cachemire" in town, right through the summer. It's made of a multi-coloured Persian print in vivid red, blue, yellow, green, and rose, with a border accenting the chic of the adjustable cape



JEANNE LANVIN—BEST

Gentleman in linen—lady in organdie

It's like the cool fronds of palm-trees, like the menthe frappé you order on a sweltering night. It's Lanvin's candy-striped organdie, "Young Lady." The man's blue linen jacket, white linen trousers, and silk shirt are now universally worn by chic males at Antibes; d'Ahetze

WASHABLE EVENING DRESSES

The apotheosis of cotton

YOU'LL want quantities of evening dresses, this summer, so that you can have a crisp, clean one every night. The newest, smartest dress for summer evenings is made of stuff that can go into the tub. It can be a very *grande robe*, like the flowered organdies that Louise-boulanger makes—dresses for a formal dinner or a great ball. It can be sophisticated and wearable, like the candy-striped organdies from Lanvin, one of which is shown on the opposite page—a perfect type to wear when your companion wears a linen coat and trousers, as so many men now do on the Riviera. Or it can be delightfully youthful, like the piqués that Chanel makes in white or rose or blue.

Mainbocher is making summer evening dresses with the casual air of beach clothes, the simplicity of little crêpe dresses for afternoon. He follows up his pin-checked gingham of last season with a plaid-striped linen evening beach dress—bare of back, long of skirt, and with enormous chic. You can see it in the sketch at the right.

This same rising designer makes an overall evening dress of washable lingerie crêpe de Chine, with a variety of little muslin guimpes. The one illustrated in the sketch is in pink, but it might just as well be in blue. The cross-barred muslin guimpe is only one of its several guimpes. Simple dresses like these two are the thing to wear when the men in the party dress up for the evening in white ducks—their charm is of the moment, fresh, colourful, crisp.

And what do you wear with them—since your best evening coat is obviously out of key and your evening slippers all seem too formal? You might have a jacket of that grosgrain that is so heavy that it seems dull, rather than silky. (Best has these.) Or a white velveteen or corduroy coat. Or you might wear your white topcoat over the very casual dresses. And for slippers, there is a wide variety made of cotton, and very, very smart. A pair in one of the shades in the material would be perfect with either of the frocks shown at the right—or with any other of the same type. With organdie, nothing is better than a dull crêpe slipper or a sandal of a white or pastel suède.

As a final touch, you might slip one of those enchanting leis of fresh flowers over your head. The Hon. Mrs. Reginald Fellowes started the fashion—wearing a wreath of white gardenias with her white piqué dress. There are endless variations—buttercups or cornflowers, nasturtiums or field flowers. Use your imagination—for this and the air with which you wear your costume are, of course, essential parts of the chic of any such innovation as a cotton evening frock.

Two costumes for casual summer evenings. White linen plaided in pink, blue, yellow, lavender, and green makes "645" (below, left), with linen ribbons to match for the sash. But it's a real evening dress, long and very low. (Right) Washable pink lingerie crêpe is used for "639," an overall dress with several guimpes made of muslin



MAINBOCHER



HOYNINGEN-HUENÉ, PARIS

SCHIAPARELLI

GOSSIP OF PARIS

AND what has the *crise* done to prices in Paris? The latest authentic gossip is this. None of the big houses is skimping on quality. You still have to pay the usual three or four or five thousand francs for a good dress. But your vendeuse is a little kinder about wangling reductions than before, and jeune fille prices can sometimes be had, even if you are a "fine figger of a woman." Patou is making a big feature of his week-end-collections-for-private-clients idea and is showing dresses starting at 1500 francs, very successfully. Chanel is still carrying on with her department for inexpensive classic sports clothes, and, now, she has opened a sort of female haberdashery

shop on the rue Cambon, very smartly done up in red-and-black lacquer and labelled "Au 23." Here, you can get nice scarfs and sweaters and things like that (lovely Scotch plaid cotton scarfs for only 50 francs) and have tweed or jersey sports skirts made for around 500 francs. Schiaparelli has announced a new shop for inexpensive ready-mades, sans fittings. At Vionnet's, you continue to pay the price and don't regret it. Mirande has a shop called Rayon Fantaisie (meaning ready-made) with dresses from 950 to 1500 francs. The Ritz is coping with the *crise* in their newly-decorated grill by offering a forty-franc lunch. Multiply these prices by four if you want to translate.

New Schiaparelli's

- When she dines with friends and discusses plans for her new revue, Miss Ina Claire wears a strawberry-ice-cream-pink crépon gown with a Directoire train and a mahogany-red scarf, which she drapes suavely over one arm
- When she motors out to her little house in Westchester, she goes cravated in corn-yellow, with a multicoloured wool jacket buttoned in brass over a corn-yellow wool shirt and skirt, plus a red crocheted cap set tipsily on her curls



SCHIAPARELLI

HOYNINGER-HUENÉ, PARIS

The latest incarnation of Miss Ina Claire



HOYNINGEN-HUENÉ PARIS

MAINBOCHER

Wisp of organdie—flatterer

• Always different, always entrancing, Miss Ina Claire is now wearing Mainbocher's horizontally striped dark blue woollen suit, his scalloped gauntlet gloves, and one of his famous white silk turbans. The flare of the short jacket, the crisp dash of sheer white organdie, hand-embroidered, and the gaily trained curls all add to this lady's natural chic

SEEN ON THE STAGE

By David Carb

A LITTLE less than thirty years ago—almost what the experts in such matters regard as a generation—, George Bernard Shaw bestowed upon a breathless public a play which, with his already world-famous boldness (or was it even then arrogance or swagger or truculence?), he called "Man and Superman." At the close of the last act, John Tanner, the hero, is on the stage with his fiancée, Ann Whitefield, and several others. He, being a revolutionist and a Shavian, indulges in a long tirade against conventional marriage, the common idea of happiness which he insists is but a pretence of happiness, and much else. After a great while, one of the party interrupts him. Whereupon, Ann says smoothly: "Never mind, dear. Go on talking." Tanner exclaims: "Talking!"—and the final curtain falls.

"TOO TRUE TO BE GOOD:" If one were to fancy that Shaw is Tanner and the Theatre Guild Ann, he would be nearer to fact than fancy. For that finale appropriately applies both to the Shaw of to-day and to his latest play, "Too True to Be Good"—he and it, with the Guild's indulgent approval, go on talking. Aimlessly, indefinitely, on everything but sealing-wax that the Walrus said the time had come to talk of—and a very great many more things besides. It is only fair to add, however, that the septuagenarian *enfant*



VON HORN

HOPE WILLIAMS IN "TOO TRUE TO BE GOOD"

terrible of English letters himself labels his new *pièce de théâtre* "A Collection of Stage Sermons by a Fellow of the Royal Society of Literature."

The play has little or no plan. It strays where it wills, stops, dozes, suddenly awakes, starts running (mostly in circles), stops, dozes. . . . It says again practically all that Shaw has said many times before—and in much the same way. The most interesting moments are those given over to rough-and-tumble, low comedy, vaudeville, Chaplin-esque interludes between protracted sermons.

Yet, despite those energetic, physical interludes, a depressing atmosphere envelops the whole piece. For, from beginning to end, it exudes not exactly senility, but age—garrulous, maundering age. The would-be audacious gesture is weak; it wavers; the clowning is painfully strained. And—worse than that, it contains utterances that are actually offensive; they evoke a picture of a bearded old man leering and dribbling—or of a small boy, a bit of chalk, and a blank wall. When one of the puppets Shaw employs says: "I can not endure intellectual coarseness," one is tempted to cry out, "How about a coarse intellectual?" Indeed, the Shaw of to-day seems accurately summed up also in a line he himself wrote a generation ago. In the tirade mentioned above, Tanner, referring to his wedding, begs that "no man may seize the occasion to utter imbecile speeches and coarse pleasantries."

The Theatre Guild has done all, or nearly all, that could be done to aid the potpourri. With one exception, it is splendidly cast. Beatrice Lillie, as a nurse who is also a thief, "lays it on thick." Without scruple and in the broadest way, she uses all her well-tested vaudeville tricks. They help immeasurably, being what Broadway calls "sure-fire laughs." As a matter of fact, if Miss Lillie were not in the cast or if she "toned down" her method, permitted the slightest suggestion of (Continued on page 76)



BEATRICE LILLIE, ALSO GAMBOLLING IN SHAW'S PLAY

STEICHEN



A new crop of native cottons

CHIC AFTER DIXIE

A LITTLE of the glamour of old Dixie plantation life is creeping back into this Day and Age—what with gentlemen dining in linen (see page 40), débutantes dancing in piqué, brides marrying in organdie, bridesmaids wearing muslin, and the whole resort world practically living in seersucker, calico, and gingham.

The news is that even more cottons are coming to town—by day and night. Don't mistake that to mean any little cotton dress has a right to appear on Fifth Avenue. Town cottons, to be chic, must be beautifully done and very urbane—like those on the opposite page.

As for country cottons, the field is limitless, though we wish to call your attention to the full-length coats of white piqué, the calico sailors in old-fashioned prints, the tennis dresses of cotton that looks like diagonal wool, and especially the following—illustrated at the left:

- The rage for stripes spreads to these two-piece cotton beach shorts; Best
- These two cotton handkerchiefs—one for your pocket, the other for your neck—are in raspberry-red and white; Best
- You can't own too many belts, for your golf dresses. Here are three new ones—of red canvas (Best), of white canvas, and of white cord with silver buttons; two from Saks-Fifth Avenue
- Rough blue cotton makes a bag with silver metal trimming; Bergdorf Goodman
- Rickrack on the cuff is a new idea for a white piqué and mesh glove; from Bonwit Teller
- For a cool shoe, try this white cotton one with a leather toe; from Saks-Fifth Avenue
- Even a cotton necklace—of blue-and-white cord—and a bracelet of tan-and-brown cord to wear with beach pyjamas; Saks-Fifth Avenue
- The high necks of the lisle shirts—one in green-and-white, the other in blue-and-white—are chic; Saks-Fifth Avenue

It looks like a big flower perched on your shoulder—the scarf that escapes from the yellow dotted batiste blouse and ties with the scarf of the soft, rough navy-blue wool suit, “620.” The dotted yellow blouse has puff sleeves. From Best

The beige woollen coat—in the centre of this group—is made dramatic by a scarf of wine coloured silk foulard. The coat lining and the accompanying dress, shown on the seated lady near-by, are of the same gay stuff. This is “No. 700”; from Best

Of all the cotton crop, crisp black piqué seems the most citified. It's been handled in a very young way here, on the dress, “528,” worn by the lady with her head turned away. Colour relief comes from red and white piqué at neck and sleeves

If you have a knack for wearing childish things, you'll want to try this light-blue linen dress—on the seated figure at the lower left. Over the dress, you pull a navy-blue wool bell-hop jumper with balloon sleeves. This is Lyolène's “No. 524”

Here's the overall influence again—even putting in an appearance within the city limits. The dress itself, “515,” happens to be of light-weight blue woollen, but the blouse, “600,” is of blue-and-white striped seersucker. Note the sleeves



MODELS FROM LYOLÈNE

Cottons are coming to town



NYHOLM AND LINCOLN

The GOSPELS OF BEAUTY

No. 11: Next to godliness

BATHS are altogether too utilitarian in this day and age. We are so used to rushing through everything in life that we hop in and out of our tubs, with the sole purpose of getting ourselves clean. This is all wrong, for cleanliness, like godliness, should be taken for granted in beauties, and our bath hour should be consecrated as a time in which we can put unguents on our faces, perfumed softness in our water, and peace in our souls.

Of course, we must be freshly scrubbed and pink and shining when we get out—that is the very foundation of our modern beauty—, but the way to do it is to indulge ourselves in a sea of luxury when we get in. Showers and quick tubs are important emergency measures, like

pick-me-ups, but it's in the scented warmth of the tub that beauty flourishes. Cleopatra probably started it all by having the essence of roses sprayed round and about her every time she took a bath. But, in this respect—if in no other—we have it all over Cleopatra, because we have an infinite variety of things to choose from to make our baths glamorous and ourselves beautiful.

The first thing of all about your bath is to have the water not too hot, and not too cold, but just right. You know the story of the man spending the weekend at one of the super-palaces on Long Island, where the valet brought a cup of water to his bedside. He thought it was a new pre-breakfast drink, and drank it forthwith, whereas it was a sample of

his just-drawn bath water, for him to test by sticking his finger in it. A little fancy, but the right idea, because the wrong temperature will take the first fine thrill away from your bath.

Then, the water should be fragrant with a scent you love. Michael Arlen and Carl Van Vechten always have their heroines throwing handfuls of bath salts into their tubs, and it's a grand gesture. It is more than a gesture, too, because many of these not only perfume, but soften the water. In the old days, bath salts were good, solid crystals. All you could count on them for was their fragrance, and you had to give them a generous time to melt away, unless you wanted to sit down on sharp little spikes. Now, they melt (Continued on page 81)

SHOP-HOUND

Tips on the Shop Market

MACVEADY has some new and grand hats from Paris that should go a long way towards solving your hat problem. Let me tell you about a few. One, of pale blue panamalac, has an extremely shallow crown and a medium-wide brim and a thick piece of pale blue chiffon wound about its crown. I should think it would be grand for bridesmaids or ladies who like to dramatize themselves, always in a thoroughly nice way. Next, there is a Chanel turban made of white piqué, which has a twist of the material around its edge to finish it, and this, I should think, would satisfy something in our rising young women. Next, a violently shiny little black straw sailor, having a round crown and stiff little brim and a wide band of white ribbon, over which the crown sticks out the least bit. Also, a divine grey felt hat with a brown leather band, sent from heaven to be the perfect accompaniment for a suit of grey woollen. And, at this house of MacVeady, there are any number of very good fabric hats for the ladies who haven't yet accustomed themselves to the feel of a hard straw.

- If you have a tummy (and who hasn't?)—I mean a tummy given to flesh—you should know about the new device of Hostesses, Inc., which is the talk of every one in town who weighs more than one hundred and thirty pounds. The idea came from a doctor. It is a pillow filled with pebbles, weighing five pounds. Morning and evening, you plant this object upon your offending organ, draw in your breath, let it out, draw it in again, and out—and this exercise, working against the pull downwards of the pebbles, works miracles. Even the masseuse of the Colony Club has been heard to admit it.

- Some day, the débutantes around these parts are going to pin on Bonwit Teller's chest a Medal of Honour or a D. S. C. for what this shop has done during These Impoverished Times. The way it has dug down and produced phenomenal buys amounts almost to heroism. Just listen to these. You know that famous white piqué evening dress, which every one wants, but which is nothing unless it is superbly done? Well, Bonwit Teller has managed the most flawless specimen of it for less

Shop-Hound practically spends her life snooping around the shops. If you need information or advice, address Vogue's Shop-Hound, 420 Lexington Avenue, New York City (and please enclose a stamp)

than \$29—a severely square-necked model with piqué flower shoulder-straps—and oh! what fit.

Next, this energetic establishment set out to bring home the Perfect Tennis Dress. Heaven and earth and all Seventh Avenue were ransacked for the best silk for it—a firm, dull, cool silk that will come through trillions of washings unscathed. Built on the Schiaparelli plan, this dress has one of the best backs in Christendom—a back that fastens all the way down the left shoulder-blade and hip with big ivory clips. For about \$18. Is that moderate or is it?

But what completely astounded me was an outfit—almost a whole country wardrobe *in toto*—a three-piece white flannel suit consisting of top-coat, jacket, and skirt, for less than \$30. Technically, this seventh floor of Bonwit Teller's may be dedicated to the débutante, but the guiding minds certainly are looking after the interests also of the career gal who stays in town all summer. Especially for her, they have a navy-blue silk suit, with a cape jacket and a white blouse, that will take her through summer town days beautifully and, with longish white gloves and a white turban, see her through tea or dinner after the office. The “don't-dress” nights of the same young lady are met cleverly with a heavy, sheer black dress that has two enormous white piqué flowers on its façade and a white piqué-edged bolero. It's a veritable seventh heaven for all the Young—that seventh floor of Bonwit Teller's.

- Nat Lewis has a very good bag about which I shall now proceed to tell you, so hold on to your hat. It is made of felt and looks to me as if it were made out of a felt hat shape—you know, round and big at the bottom. It has your monogram in silver on one side, and it fastens with a Prentice (Continued on page 84)



A GOOD RIVIERA COSTUME

WELL-ASSEMBLED FOR RESORT WEAR



STICHEN

MAINBOCHER—FRANCES CLYNE

Mrs. Harold E. Talbott, a great beauty of New York, picks white crêpe de Chine, with sweeping, scarf-like tails of green-and-white print, which cascade from the shoulders and down the back with a bold, summery gusto. This is a favourite dress in Paris. Empire chair from Lavezzo

Two very smart New Yorkers



MAINBOCHER—CHEZ NINON

STEICHEN

In their very smart dresses

Mrs. Robert H. McAdoo, who has more real chic than almost any woman in the world, has done well by herself with this frivolous, beguiling little white chiffon, black polka-dotted, tied with a scarlet ribbon. A little frothy cape tying at the neck goes with it. Chair from Colwell

Panamas for The Country

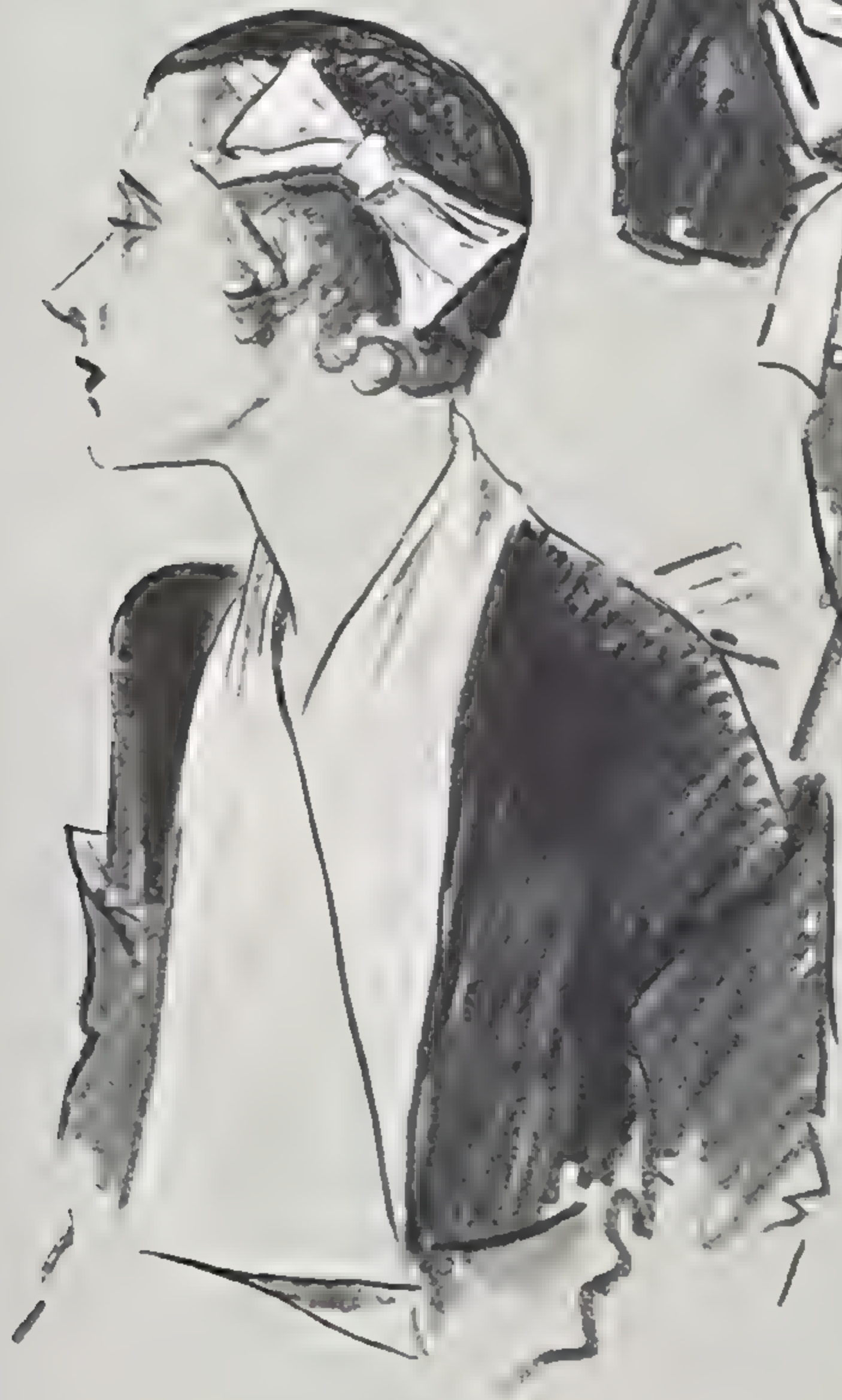
One of Rose Descat's
new paper-like, hand-
stitched panamas. Separate
liner jacket. Saks
Fifth Avenue



Two more Rose Descat panamas.
Above, square-crowned, worn with
a yellow sweater. Right, larger,
and more formal. Yellow
shantung dress.
Saks Fifth Avenue



Below: Tiny black straw
with white pearl
orange bow. Pique
Scarf. Saks Fifth Avenue



Left: shallow, black
crepe, pique-trimmed
hat. Red-and-white
Chanel scarf.
Bendel

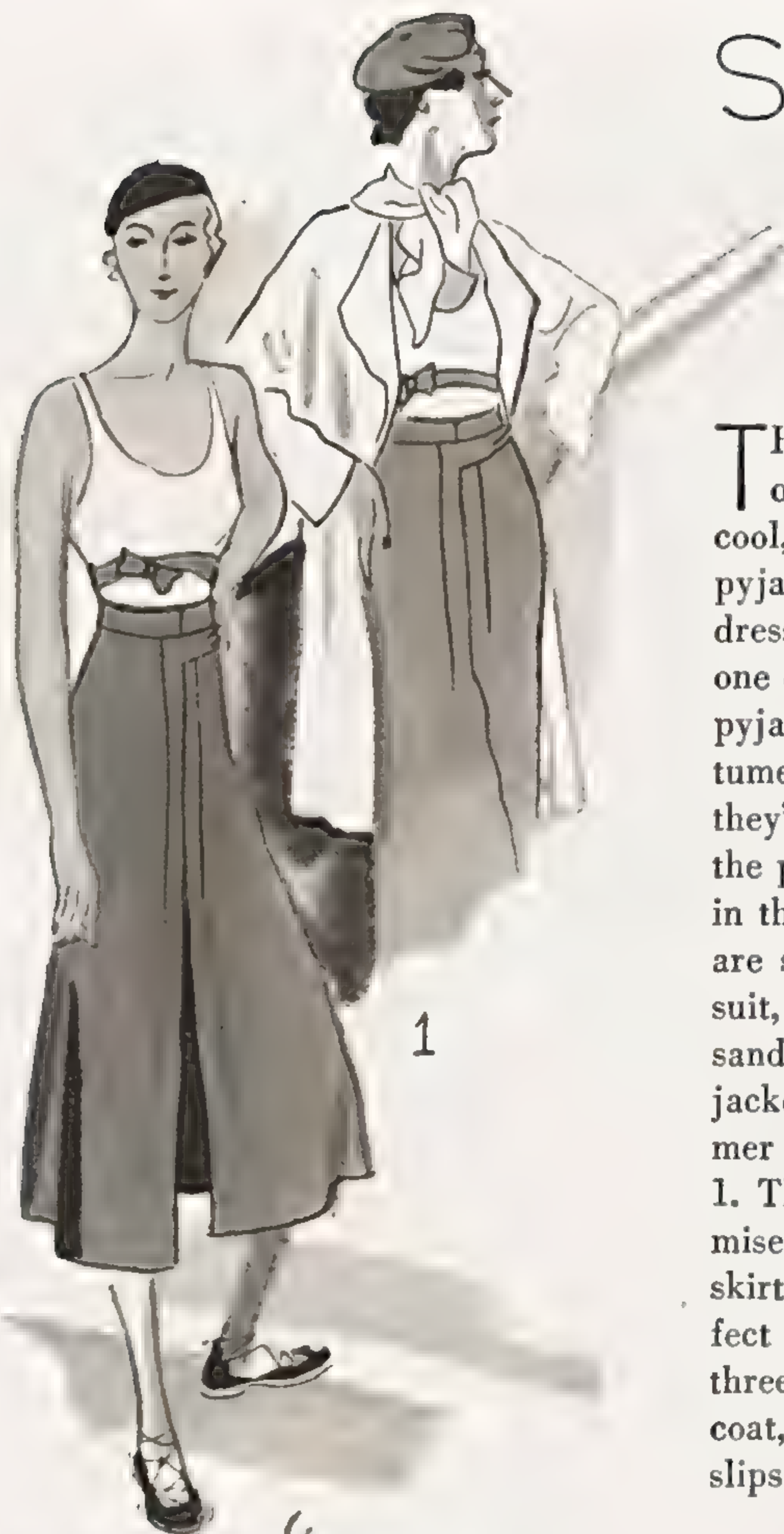
Below: Reboux's
wide black milan.
Blue and
white dress.
Bendel



White Accents
for Town

SKIRTING THE BEACH

or rivalling the pyjama



THIS year, when you go out to swim or when you come in briny and cool, slip on a beach skirt instead of a pyjama. It's newer. Or have a beach dress with a sun-back cut to match the one on your swim suit. You'll still see pyjamas. They're the accepted costume at many seaside towns, and they're indispensable for boating. But the possibilities that you will discover in these new beach skirts and dresses are surprising. Wrap one round your suit, add a beret, a scarf, and some sandals, and you're dressed. Add a jacket, and you have a charming summer ensemble.

1. The lady at the top has compromised, for her navy-blue shantung skirt is divided. That makes it as perfect for sailing as the water-proofed, three-quarters white toile de soie top-coat, with its tied collar, that she slips over it; from Hélène Yrande.

2. Grège over a dark blue maillot is the idea of Vera Borea's clever wrap-around costume, "Lily." You can slip the heavy linen skirt on in a second, and, if you button on the cotton-tricot jacket with its deep ribbed waist, you are all dressed to drive back from the beach or to go to lunch at the country club.

3. An apron dress is as simple for the beach as it is chic. This one is of a heavy faconné linen, and its back follows the lines of the dark maillot, so, after you have tied the dress on, you can still continue with your sun bath. With the attractive little short-sleeved jacket, you are ready for almost anything a summer's day brings forth. A costume like this is as easy to put on as a peignoir, and infinitely nicer, as it fits and stays in place, and looks well when you wear it off the beach. This is Vera Borea's "A Marée Basse."





JANE RÉGNY • HÉLÈNE YRANDE—MODELS FROM BONWIT TELLER

A wrap-around over your suit

Sunflower-yellow in that new spongy cotton that looks like wool and absorbs the damp of sea and sand is used for this perfect beach dress, "Sur le Sable." The dress décolletage follows that of your suit, and the front section swings around to button in back, making a nicely moulded waist-line and a trim fit

One of the smartest beach costumes of the year, "483," results from wrapping this bright navy-blue linen skirt around your white knitted maillot. The skirt is cut high, but a white leather belt clinches it at the natural waist-line. Add a foulard scarf, a beret, and sandals, and your outfit's complete



STEICHEN

TALBOT—YVONNE GANNE • LENIEF—HATTIE CARNEGIE

THE CHIC YOU AIM AT

Mrs. Howard G. Cushing has attained something every woman longs for—the very essence of chic—in her little, shiny, rough straw hat with its two Mercury feathers, from Yvonne Ganne, and her cool, white grosgrain silk dress, from Hattie Carnegie. A great beauty to start with, perfect grooming and faultless taste complete the picture. Bamboo chair from Colwell

IF YOU TAKE MY ADVICE

as said by Him

PERHAPS you are coming to Europe this summer, instead of spending the warm months in America. If so, you are offered the choice of several attractive ways of passing the time—provided you know your way about. If you don't know in advance what your plans will be, you may find yourself with a villa, where a villa is not the thing to have, or vice versa; or you may find yourself in the wrong place for the life you want to lead, and, consequently, you will not get as much out of your summer as you would, had you taken the advice of a friend who knows the ropes. Well, let me be that friend and give you my advice, if you care to take it.

Summer in Europe offers you, roughly, a choice of three plans. To be more exact, it offers London and Paris for June and July, and three alternatives for August and September. You may choose a gipsy life—the life of the motorist, roaming freely over Europe. You may choose to take a villa and become, for the moment, a member of the cosmopolitan community in Le Touquet, Biarritz, the south of France, or Venice and thus get to know one of these places as well as your own summer colony at home. Or, you may choose hotel life.

To-day, the sort of hotel life that I can remember before the War hardly

exists anywhere but in Europe. By that, I mean the summer hotel where one finds a nucleus of friends, where there is the atmosphere of a large country house-party, like the American seaside-resort hotel of long ago. In America, I believe this is rapidly disappearing, though there is still something of this atmosphere left at White Sulphur Springs. But, in Europe, it may still be found at such places as Saint Moritz, the German cures, the Lido, and the Riviera.

But, first of all, let's discuss the idea of taking a villa. It is very easy to do this at any one of the places I have mentioned, because there are hundreds of villas to be had, all more or less attractive and comfortable, and there are generally servants who go with the house, so that you can walk into it and begin to live from the moment of unpacking. A charming villa with good servants is, in my opinion, far more enjoyable than life in any hotel, for, in a villa, one feels oneself a part of the community and not a mere transient. One enters into the inner life of the resort, and, for the moment, that resort becomes one's own place, to the exclusion of all others.

However, only certain resorts are particularly conducive to villa life, to my way of thinking. Le Touquet, for example, is a villa place. While there is a beach for the children and their nurses, and there is the Casino as a side-show at night, the real life of the town centres around the links and the surrounding houses. It is a family life that the villa-colony at Le Touquet leads, not unlike that at Newport or Southampton—very gay over the week-end, when the men come down from Paris and over from London, and very quiet during the mid-week, when the week-end house-parties are over. There is a large Anglo-American colony there in summer, as a result of its convenient situation midway between Paris and London, making the journey from either place no longer than from New York to Southampton.

Biarritz is quite different. There is both a villa life and a hotel life in Biarritz, and there are several famous hotels. But, here again, the villa life wins, for the Golf Club and the bathing-beach at the *Chambre d'Amour* are the centres of life in summer, and not the hotels or

the Casino, as at Monte Carlo and Deauville. The life at Biarritz is not unlike that at Palm Beach, where most of the entertaining is done in the villas. So a villa life should be your first choice here. At no resort in Europe is housekeeping so easy, for there are wonderful shops, and, in fact, everything that Paris offers, including dressmakers. Also, like Paris, it has lots of restaurants and night-clubs; so, in many ways, it offers more of the things of city life than other resorts. It might be compared to life on Long Island, where one is in touch with everything, yet living in the country.

Although Venice, too, offers what is comparable to villa life—the possibility of living in a Venetian palace—it is a place for hotels. If you live at the Excelsior Hotel out at the Lido, you'll find it is a self-contained life, for the Lido is a little summer resort by itself. Life there takes care of itself every hour of the day, and going into Venice is only an excursion, to vary the routine. If you are staying at a hotel in Venice, you'll make your excursion to the Lido to bathe and lunch. But the hotels in Venice are not like other hotels, since they are all converted palaces, with a distinct personality about them and, as they are all on the Grand Canal, unlike anything else in the world. If you dine at a restaurant in Venice, it is usually at the restaurant of the Grand Hotel; and, if you go for a drink at a bar, it is usually the bar of the Grand Hotel, too. Life in Venice centres about its three or four big hotels.

However, Venice does offer another side—life in a palace. And this is something that only Venice does offer, for the fun of living for a short time in a real palace and entertaining in a way that you can not anywhere else, is no ordinary experience. I do not think that any one would dream of taking children to Venice and settling down to a domestic summer, as one would in a villa at Le Touquet or Biarritz. The idea, when taking a palace in Venice, is to make a romantic adventure of it.

Like all Italian palaces, the ones in Venice are (Continued on page 82)



1. An extra-chic summer bag of thin, bumpy white crochet cotton—good with white crochet gloves; Bergdorf Goodman

2. All-white buck pumps, perforated, are about the best buy if you want only one pair of summer sports shoes. The immortal monk shoe is now out in brown-and-white and as comfortable as ever. Both shoes from Saks-Fifth Avenue

3. An evening cape made of velvet with cornflowers in front. In black or in red with white dots. It is from Best



FINDS OF THE FORTNIGHT

4. Good bags to carry on the beach and to leave your sun-glasses, wrist-watch, and automobile keys in when you go in the water. Lots of pockets. One of pebbly white rubber, one of blue-and-white striped silk; Saks-Fifth Avenue

5. This red-and-white bathing-cap binds around the head like a turban, but is very flat. It is practical and tight, yet the hair-line is becoming, and it looks well with sunburn and with white bathing-suits; from Saks-Fifth Avenue

6. Another good idea in summer bags—natural coloured wooden beads with brown. The belt matches it, and they are good with prints, tweeds, and country clothes. The white linen bag is nice with dark dresses; Bergdorf Goodman

7. This double-breasted jacket is one of those indispensable white flannel jackets that you can wear over a dozen sports dresses right through the summer. It's good for boating and beaches, too; from Saks-Fifth Avenue



DANA B. MERRILL



DANA B. MERRILL

1. A striped metal cigarette-case, smooth, thin, inexpensive, and a loose-powder vanity of gold-and-silver brocade. From Best
 2. The two white piqué sports hats cost very little and are full of chic; from Best
 3. This brown-and-white Tattersall shirt has a chic high neck-line; Peck and Peck

4. Two summer accessories are a natural straw bag with a wooden clasp, from Bergdorf Goodman, and crocheted gloves; Best
 5. Blue-and-white knit sweater and cap, from Best; white sweater, Bonwit Teller
 6. Side view of a red-and-white cotton collar worn over a coat; Saks-Fifth Avenue

7. Three beach shoes—a white kid sandal; the new rope-toed espadrille, in natural colour with dark blue ties; and a red, white, and blue beach shoe with a crocheted toe; all from Saks-Fifth Avenue
 8. This nice navy-blue knitted cardigan is as useful as it is chic; Saks-Fifth Avenue

BRIDE IDEAS

for the hostess

THERE has never been a bride who could remember what she had to eat at her own wedding. And the bridegroom, worn with the strain of a thousand handshakes, might be eating sawdust as well as sweetbreads. But not so the guests! Ask any one to describe a wedding to you, and you will be told how the bride looked, what the bridesmaids wore, and what the menu was. The feast is the culmination of the occasion, the party part of the pageant, and it must be as good as the bride is beautiful. Of course, the smart hostess knows this, and she provides for it as perfectly as she does for every other occasion, whether the wedding reception is a small, intimate gathering or a large assemblage with all the pomp and ceremony that befit the Biggest Moment of Life.

In all this, fortunately, she is aided by the best caterer she can find. For, even in large and well-staffed establishments, the wedding reception, if it is of any size, is usually the province of the caterer. Any one who has ever guided a wedding through the complications that lurk in waiting for it will tell you with the fervour of experience that every member of the immediate household is busy doing one million other things at once. But your smart hostess doesn't turn the matter over to her caterer *carte blanche*. She goes into conference with him and sees that her personal touch is felt throughout. In this one instance of her hostess career, she does not feel completely bound by the rigid rules of simplicity. She doesn't permit her food to appear decked out in hearts and flowers, but the superbly decorated wedding-cake in itself sets a note of elaboration for the fare, and the gay and fanciful guise of the *bonnes bouches*, the infinity of little sandwiches, and the decorative *petits gâteaux* are what we like to see at weddings.

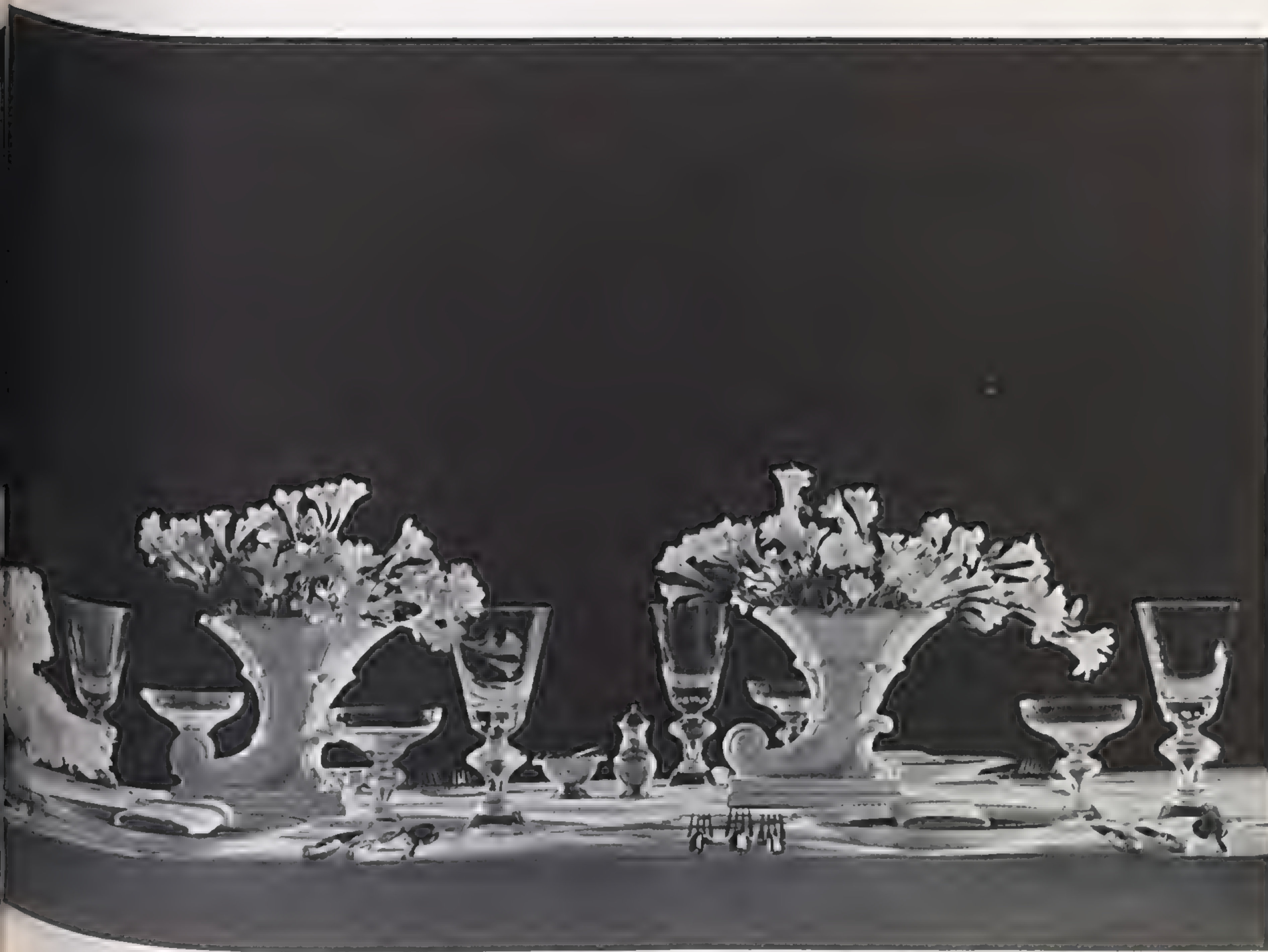
The majority of smart weddings take place at noon, so what is provided as a breakfast is really a lunch, and, whenever it is possible, the guests are all put at small tables where they can sit down and eat in comfort. For such a breakfast, Vogue has arranged the bridal table with finely striped white damask from McCutcheon, with white cornucopias from the Mayhew Shop, blue-and-white Wedgwood plates and very beautiful and simple glasses from William H. Plummer, and with International silver in a very smart new design called The Empress. Now, what might the merry company be given to eat?



They could start, *par exemple*, with cold green-turtle soup. Every one knows how supreme this soup is hot, but few people know that it can be even better ice-cold and in the perfect not-quite-jellied stage. Then, halves of baby lobsters, broiled, with lemon-butter—really small ones that are incredibly tender. Next, perhaps, squabs and June pease, followed by mousse of foies gras and a mixed salad, and concluded with a bombe and the little cakes that bear the enchanting name of "*frivolités*." You can have individual ices, of course, but a white bombe with frills on it is much more wedding-ish.

If the wedding is in the country, you can have the breakfast even simpler, if you like, beginning, perhaps, with madrilène or honey-dew melon, with its section of lime. A mousse of fish could be included or not; the entrée could be sweetbreads and mushrooms, with asparagus served with it or afterwards. At one country wedding, all the asparagus came from the gardens on the place, and it was the most delicious thing on the menu. Ices and little cakes and mints (lovely pink rose-leaves and round white mints decorated with lilies-of-the-valley) and coffee can complete this. Of course, every one knows that part of the charm of a country wedding is having the tables set on the terrace and about the garden.

It is at the afternoon wedding, where the great buffet tables are laden with epicurean triumphs, that the caterer and the chef really do their stuff to best advantage. If Louis Sherry does your reception—and (Continued on page 73)



First, the rich sheen of pure white damask. Then white plates, crystal glasses, cornucopias filled with all-white freesias (or white roses or white peonies), and, crowning all, in zoned sugar terraces, set on lace paper, the romantic mound of the wedding-cake—the more glamorous the better. We give you a choice of two



YOUR MONEY'S WORTH

Of summer chic

LINEN is one of the best bets of the summer—high in chic and low in cost. In apple-green, it fashions the two-piece dress shown on this page, that wearable model with the big white buttons and a green-and-white belt. Best has this, for less than \$20.

- There are two schools of tennis dresses—one for the ladies who want to preserve the sunburn acquired on the beach, and a second, with sleeves and high neck-lines for those who want to avoid sunburn altogether. A good example of the first school is shown at the right, made of white rough chalk crêpe and scalloped in front and back. This costs under \$17, at Best's.

- You can't have too many separate jackets to slip over your sports frocks. And you can't have a smarter one than Chanel's striped jersey blazer in red, white, and blue or in yellow, green, and brown (opposite page). You will find it at Saks-Fifth Avenue, for about \$20.

- Tailored, mannish suits, but made of light coloured linens or cottons, will be all over the smartest places, this summer. Look on the opposite page for a chic example. It's of pale pink linen with a deep shoulder yoke and a small tie at the neck-line. The blouse is of blue cotton mesh. And you can wear the jacket over white frocks with huge success. Lord and Taylor has this, priced around \$35.

- A tweed top-coat is a summer indispensable. The one illustrated on the opposite page is in yellow—a colour that combines well with various other shades. Note the double-breasted closing and nice wide lapels. The cost is around \$60, at Peck and Peck.

- Checks are as high in the world of fashion as is the lady wearing them in the sketch. You will find them in cottons, linens, and a new rough DuPont material that looks a little as though it were knitted. The latter material is used for this dress, in red and white with lots of red stitching. The cost is less than \$17, at Lord and Taylor's.

- The newest summer sports coats are three-quarter length swagger coats. Made of white cotton and quilted in match-stick lines in navy-blue, one of these is perfect over a white dress or over the blue crêpe dress illustrated with it. Both the dress and the frock are from Saks-Fifth Avenue. The coat costs approximately \$15.







HAT—JOHN-FREDERICS



ACCESSORIES—SAKS-FIFTH AVENUE



SHOES—NANCY HAGGERTY



ENSEMBLE FROM ELSIE GREENOUGH

TWO UNDER A MICROSCOPE

• Time: noon-hour one day in June. Locale: the Crillon Restaurant. Characters: two New Yorkers with a very special talent for clothes.

• Up above is Mrs. Shevlin Smith just starting off for luncheon. Take a minute and look at her outfit—a terribly smart coat of pink woollen worn over a black-and-pink striped silk crêpe dress.

• At the right, you follow her up the Crillon stairs, and, at the left, you have close-ups of what she has on—a black sailor of fabric, shallow of crown and with a tiny veil; a stitched black suède bag with a silver metal clasp; black suède six-button gloves; and black crêpe T-strap sandals—all-black accessories, as you see





GRAHAM-PAIGE CAR

MAURICE BRATTER

• Mrs. Edmund Randolph, the other young lady, is all in navy-blue and white, as you see in the photograph below. And no matter how high the temperature leaps, she can depend on this outfit. It's a Molyneux suit, of printed blue-and-white silk crêpe, cooled off still further by the immaculate white accessories.

• If you want to analyse the details, see the three close-ups shown at the right. The Agnès turban is of a heavy white silk, but not in the least heavy on the head. The lingerie collar and cuffs are of shirred handkerchief linen, very sheer and crisp.

• All this white is pointed up further by a pigskin bag, of which you'll see a goodly number this summer. The pumps are of russet-brown leather, cleverly perforated



HAT—GERVAIS



BAG—BERGDORF GOODMAN



MOLYNEUX SUIT FROM GERVAIS



SHOES—SAKS-FIFTH AVENUE



Sleeves with imagination

bring glamour to
afternoon dresses

DESIGNS FOR
PRACTICAL
DRESSMAKING

BACK VIEWS OF THESE DRESSES ARE SHOWN ON PAGE 72

FROCK AND BOLERO No. S3578—This princesse frock with the cape sleeves and cross-over front could be made ankle-length for informal evenings. Of a semi-sheer crêpe from William Skinner. The bolero has cape sleeves, too. Designed for sizes 32 to 40

FROCK No. S3579—Tucking, criss-cross on the skirt and bodice and up-and-down on the sleeves, makes this chiffon frock charming and distinctive. The skirt is circular. A design for a slip is also included. It is designed for sizes 12 to 20; 30 to 38

FROCK No. 6028—The larger woman will look especially well in this dress of printed crêpe from Marshall Field Wholesale. The soft surplice front and fulness placed low on the set-in sleeves are flattering points. It is designed for sizes 36 to 48

FROCK No. S3577—Looped bands form the unusual sleeves on this dress of heavy crêpe roma. A stomacher girdle of satin crosses in the back. Notice the new length for formal afternoons or informal evenings. Designed for sizes 32 to 40

"Of course her skin is lovely
...she's young"



Constance Cummings

CONSTANCE CUMMINGS . . . photographed in Hollywood, especially for Woodbury's, by Will Connell
Tune in on Woodbury's Friday evenings, 9:30, Eastern Daylight Saving Time. Leon Belasco Orchestra. WABC and Columbia Network.

Even at 21, one must fight skin dryness. Like other film celebrities, this young star is using beauty creams prescribed by Hollywood's leading dermatologist.

Constance Cummings is a budding star of the movies. *Of course* her skin is lovely now. She is so YOUNG! Her responsibility is to KEEP it that way for many years to come.

Just as a precaution, youthful "comers" of filmdom go to Hollywood's leading dermatologist for beauty counsel. And he tells them:

"Most skins don't age into wrinkles. They *shrivel* into lines while you are still YOUNG. When the skin is kept moist, supple, it has resilience to *resist* wrinkles. Wind, sun, heated houses, poor circulation, all exhaust the natural oils of the skin. Woodbury's Creams correct this tendency.

"Woodbury's COLD Cream puts back into the tissues, oils essential to keep the skin smooth and firm . . . Woodbury's FACIAL Cream protects the skin. Spreads a film over the surface to shield the complexion from weathering, to keep dust from entering the pores.

"These two Woodbury Creams both conserve and restore . . . keep a young skin young, make an aging skin youthfully moist and elastic again!"

This Hollywood dermatologist is the guardian of the most precious complexions in the world! Follow his advice for YOUR skin. Buy Woodbury's Creams TODAY. Use Woodbury's COLD Cream for softening; Woodbury's FACIAL Cream as a powder base. On sale, with other Woodbury's Scientific Aids to Loveliness, at drug stores and toilet goods counters everywhere.

Woodbury's

COLD • CREAM
FACIAL CREAM

AND • OTHER • SCIENTIFIC • AIDS • TO • LOVELINESS



USE THIS COUPON FOR PERSONAL BEAUTY ADVICE

John H. Woodbury, Inc., 6618 Alfred Street, Cincinnati, Ohio
In Canada, John H. Woodbury, Ltd., Perth, Ontario

I would like advice on my skin condition as checked, also week-end kit containing generous samples of Woodbury's Facial Soap, Woodbury's Cold Cream, Facial Cream, and Facial Powder. Also copy of "Index to Loveliness." For this I enclose 10¢ to partly cover cost of mailing.

Oily Skin ☐ Coarse Pores ☐ Blackheads ☐ Flabby Skin ☐
Dry Skin ☐ Wrinkles ☐ Sallow Skin ☐ Pimples ☐
For generous sample of one of Woodbury's Three Famous Shampoos,
enclose 10 cents additional and indicate type of scalp.
Normal Scalp ☐ Dry Scalp ☐ Oily Scalp ☐

Name _____ Street _____

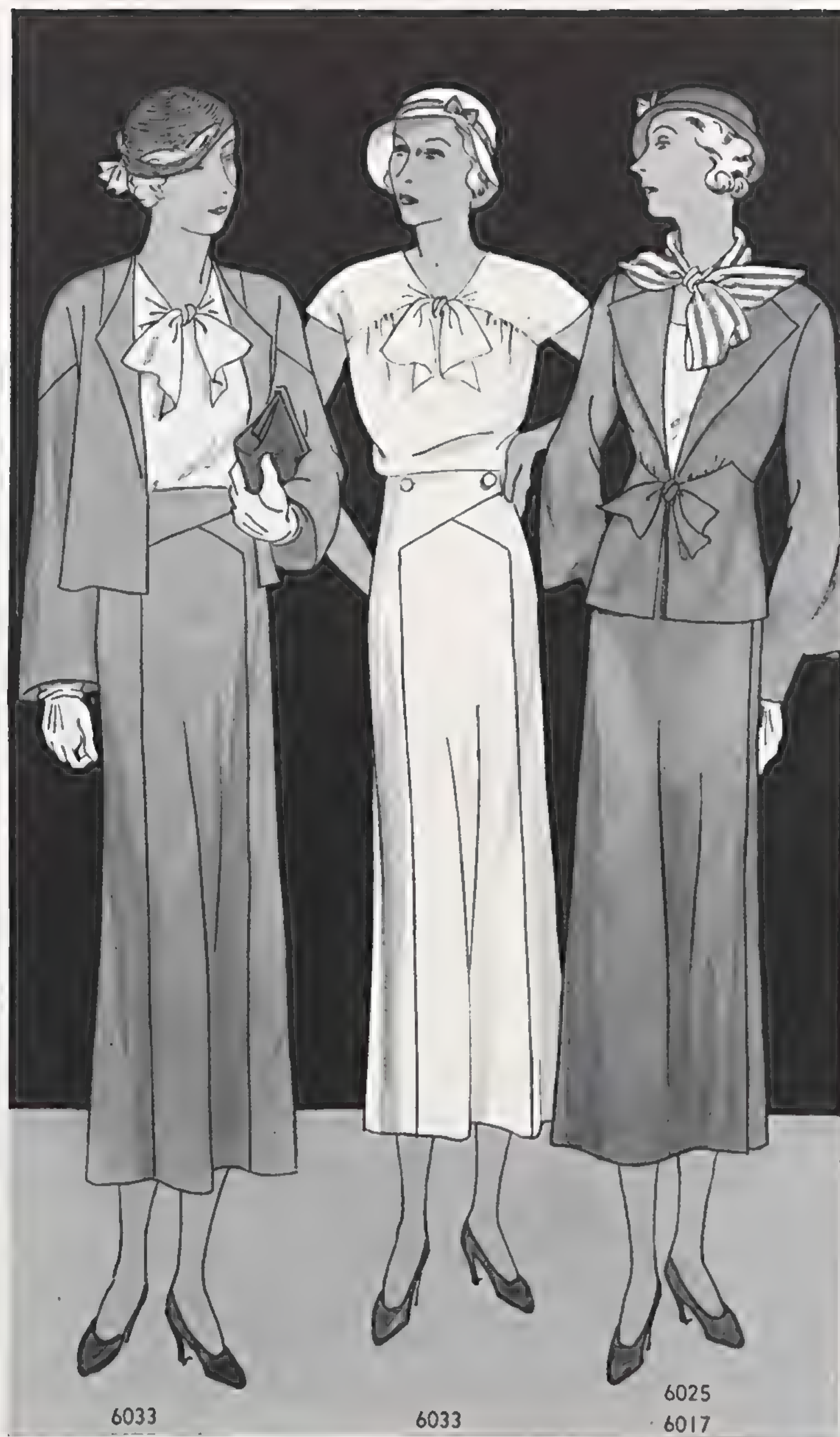
City _____ State _____

© 1932, John H. Woodbury, Inc.

**Summer designs for
practical dressmaking**



BACK VIEWS ARE SHOWN ON PAGE 72



FROCK No. 6022—This dress of "Contender" crêpe may be made with long sleeves and a bib collar. It's designed for sizes 14 to 20; 32 to 38

FROCK 6027—A cape collar gives the mushroom look to this dress of Onondaga dotted flat crêpe. Designed for sizes 12 to 20; 30 to 38

ENSEMBLE 6033—Rough cotton and handkerchief linen from Everfast are used here, but all-linen would be nice. Designed for sizes 32 to 40

JACKET No. 6025 SKIRT No. 6017—A striped scarf is a chic contrast to this rough silk suit. Designed for sizes 12 to 42; skirt, 26 to 36

Patterns may be purchased from any shop selling Vogue patterns, or by mail, postage prepaid, from Vogue Pattern Service, Greenwich, Connecticut; 1196 The Merchandise Mart, Chicago, Illinois; or 523 Mission Street, San Francisco, California; in Canada, 70 Bond Street, Toronto, Ontario. The prices of patterns are given on page 93

NOMINATED FOR OBLIVION



... because like many another woman, she makes the error of taking it for granted that her breath is beyond suspicion—when as a matter of fact it is not.
 ... because by this oversight, she nullifies her charm and beauty and makes herself a nuisance.
 ... because she fails to recognize that due to certain changing processes in the mouth, anyone is likely to have halitosis—and not realize it.
 ... because, finally, she does not use Listerine before social engagements, when by so doing she

could perform a kindness for herself and her friends.

* * *

You never can tell when you have halitosis (unpleasant breath). But you know that you will not have it if you use Listerine every night, every morning, and between times before social engagements.

Because of its germicidal power, Listerine quickly halts fermentation and infection, the cause of 90% of breath odors. It also overcomes the odors

themselves, instantly. Ordinary antiseptics require 12 hours or more to do the same job.

Use Listerine. It is the safest of antiseptics, the swiftest of deodorants, and, moreover, it is pleasant to taste. Lambert Pharmacal Company, St. Louis, Mo.

Send for our FREE booklet of Etiquette—tells what to wear, say, and do at social affairs. Address Dept. V.6, Lambert Pharmacal Company, St. Louis, Mo.

LISTERINE INSTANTLY OVERCOMES ODORS THAT ORDINARY MOUTHWASHES CAN'T HIDE IN 12 HOURS



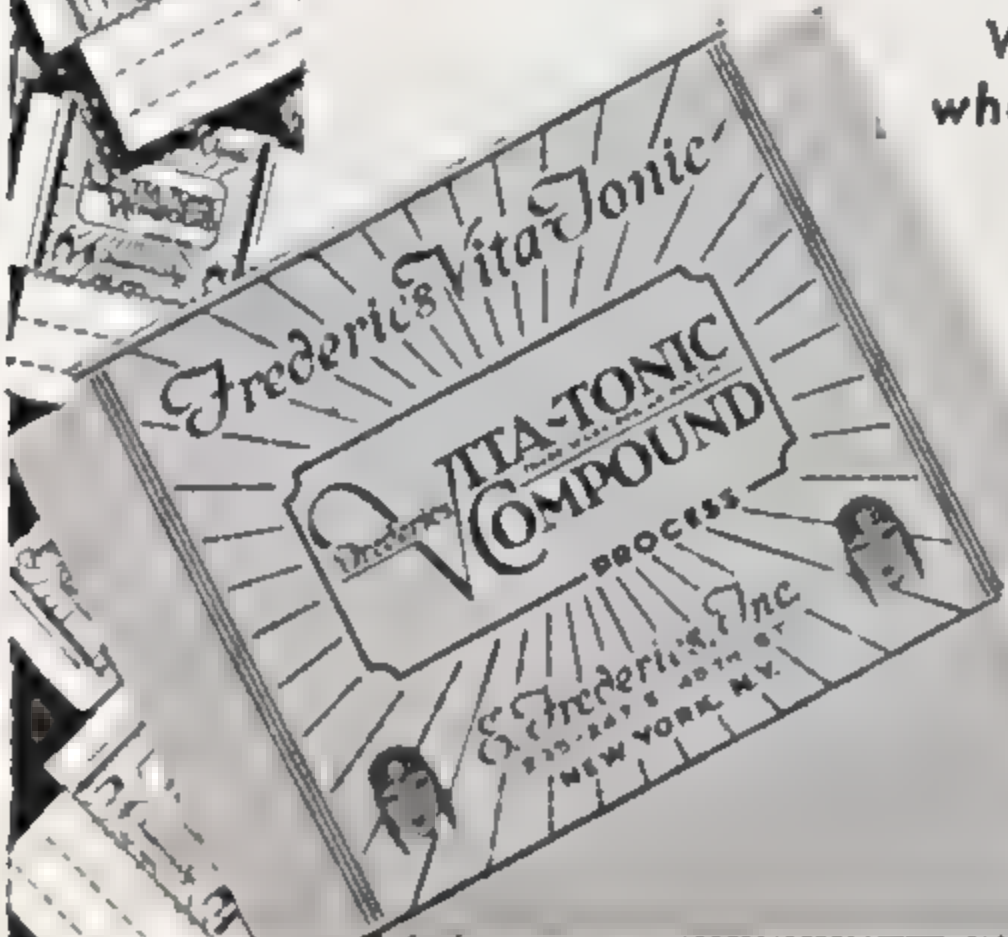
THELMA TODD'S *Recommendation* *To Every Woman* A VITA-TONIC WAVE

"Every woman needs the alluring loveliness of soft, exotic wavy hair," says Thelma Todd. "I advise women in search of loveliness to secure an appealing, natural permanent wave with the Frederics Vita Tonic Process."

To be sure that your Hairdresser gives you the Genuine Vita Tonic Wave—examine the wrappers used on your hair—make certain that no harmful imitations are used . . . Mail us the coupon below and we will send you a free Vita Tonic Wrapper; an interesting booklet on the care of your hair, and a complete list of hair dressers in your vicinity who give Genuine Vita Tonic Waves. Take the Vita Tonic Wrapper with you when going for your permanent. Compare it with the wrappers used by your hairdresser . . . Assure yourself of getting a genuine Vita Tonic Wave . . . **See that no harmful imitations are used.**

LOOK FOR THIS
WRAPPER
when having
your
permanent
wave

FREE... If you will send us 10c to cover our mailing expense, we will also send you a tube of Frederics Vita Tonic Scalp Treatment and a tube of Frederics Vita Tonic Shampoo.



Frederics VITA-TONIC WAVES

E. FREDERICS, INC., 235-247 E. 45th ST., NEW YORK CITY, DEPT. 275

Please send me a free Vita Tonic Wrapper, booklet and list of Hairdressers ☐
I enclose 10c; please send me free Frederics Vita Tonic Scalp Treatment and
Shampoo for dandruff ☐ oily scalp ☐ Dyed and bleached hair ☐

Name _____ City _____
Address _____ State _____



Above you see the "Byzance" powder, vanity-case, and lipstick. The powder is in a smart gold-and-black box. The vanity, double or triple, has your own marcasite initial; from Bonwit Teller

ON HER DRESSING-TABLE

EVERY so often, a preparation that has been doing big things in a quiet way suddenly comes into prominence by virtue of the fact that every one who has used it likes it and tells somebody else about it. Such a preparation is Campana's Italian Balm, a lotion that has had an enthusiastic following in Canada for years and is now busy getting itself known in the United States. And balm is a good name for it, in that it descends upon your chapped or roughened skin like a very benediction. It is possessed of a remarkable emollient quality, but doesn't leave any unnecessary stickiness behind. The directions on the bottle say to use only a drop or two, and that is no mere bit of optimism, since a minimum amount covers a large area of skin. Italian Balm is especially intended for hands and arms, but you can use it to soften your face, and it gives an excellent protec-

tion against the wind. You get a substantial amount for a moderate price, and you can buy it in shops throughout the country.

Coty has two brand-new shades of lipsticks that are especially intended to complement summer colours and decorate summer faces. These shades are Bright and Extra Light. Bright is described as a natural blood tone, while Extra Light is one of those adaptable shades, which becomes your own colour once it is on your lips. These new lipsticks last very well indeed, but remain creamy and moist in texture. These bring the Coty lipstick shades up to five in number, and you can always buy them at your favourite shop.

The latest product to emerge from the Dorothy Gray laboratories is a liquid cleansing cream. This is one of those preparations that fills in the gap in the (Continued on page 80)



LÉON DE VOS

This is "Casanova," a blended, spicy perfume that is especially seductive when blondes use it. It can be had in bottles ranging from purse size to this de luxe version. It is from Macy

STUDEBAKER
 spent three years in
 developing these
 4
 GREAT "BUYS"

YOU saw the first step in the development of today's Triumphant New Studebakers when you saw Studebaker pioneer Free Wheeling in July, 1930.

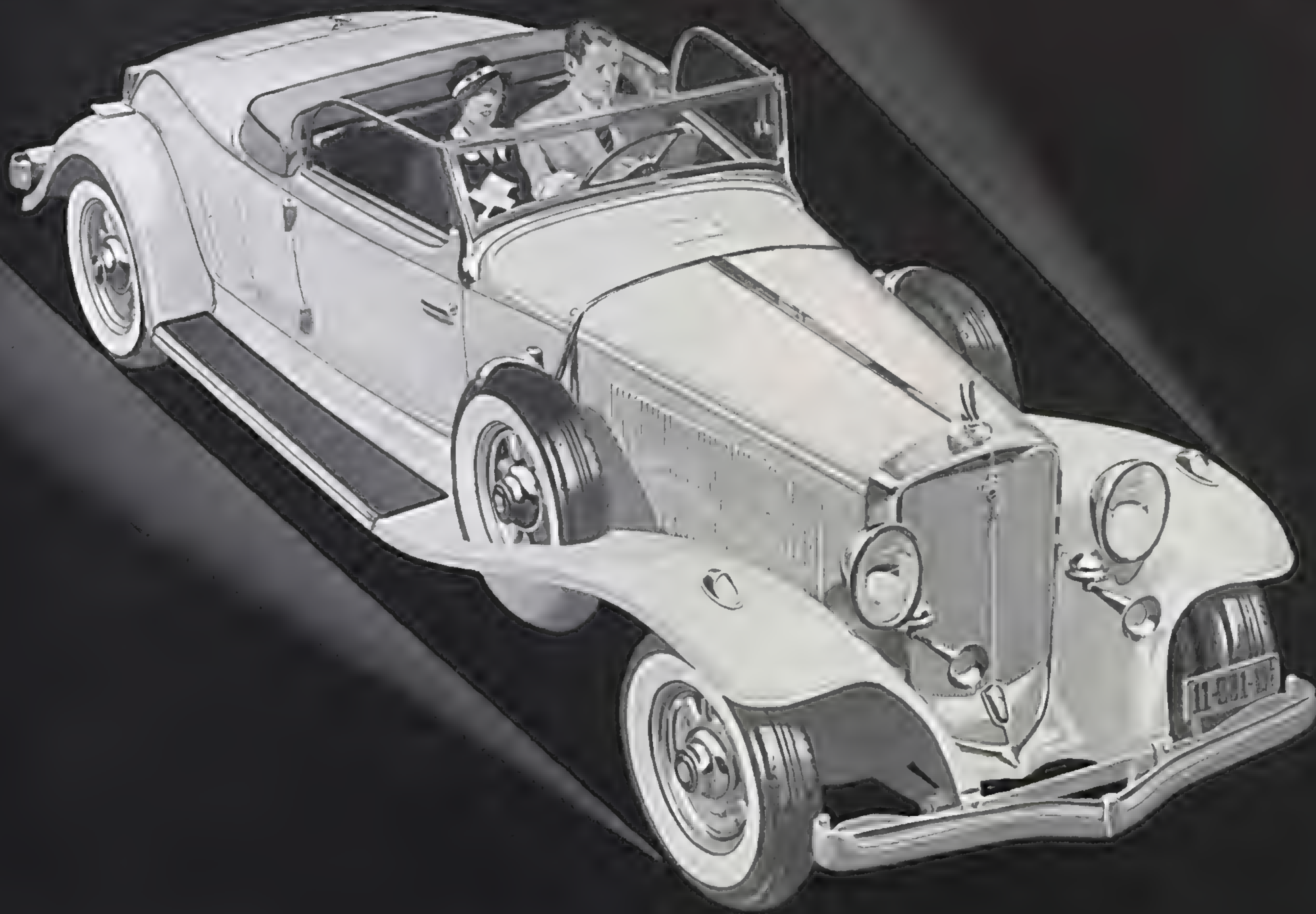
As a matter of fact, as far back as 1929, Studebaker, with the intuition born of 80 years' experience, began preparing for the changes in the economic structure which have come.

Ahead of anybody else, Studebaker marshalled all its resources, its engineering genius, its great experimental laboratories and proving grounds into the project of producing manifestly superior cars to sell at drastically lower prices—as much as \$560 under 1931!

And that is why today's Triumphant

New Studebakers are longer, roomier, more luxurious . . . that is why they come to you with vastly finer Free Wheeling plus new *fast-action* Synchronized Shifting, with Automatic Starting at its best, with Automatic Ride Control, Full-Cushioned Power, Air-Curve Coachcraft—a total in all of 32 startling betterments including finest quality Safety Plate Glass in all windows and all windshields of all models at no extra charge.

Studebaker doesn't sell you a car today that will be out of date tomorrow. Studebaker *protects* your investment—gives you all the sound advancements *in advance* in these 4 great "buys" of 1932.



PRESIDENT EIGHT \$1690 to \$1990
 122 horsepower, 135" wheelbase—Reductions up to \$560
 COMMANDER EIGHT \$1350 to \$1560
 101 horsepower, 125" wheelbase—Reductions up to \$235
 DICTATOR EIGHT \$980 to \$1125
 85 horsepower, 117" wheelbase—Reductions up to \$115
 STUDEBAKER SIX \$840 to \$985
 80 horsepower, 117" wheelbase—Prices f. o. b. South Bend.
 Bumpers and spare tires extra.

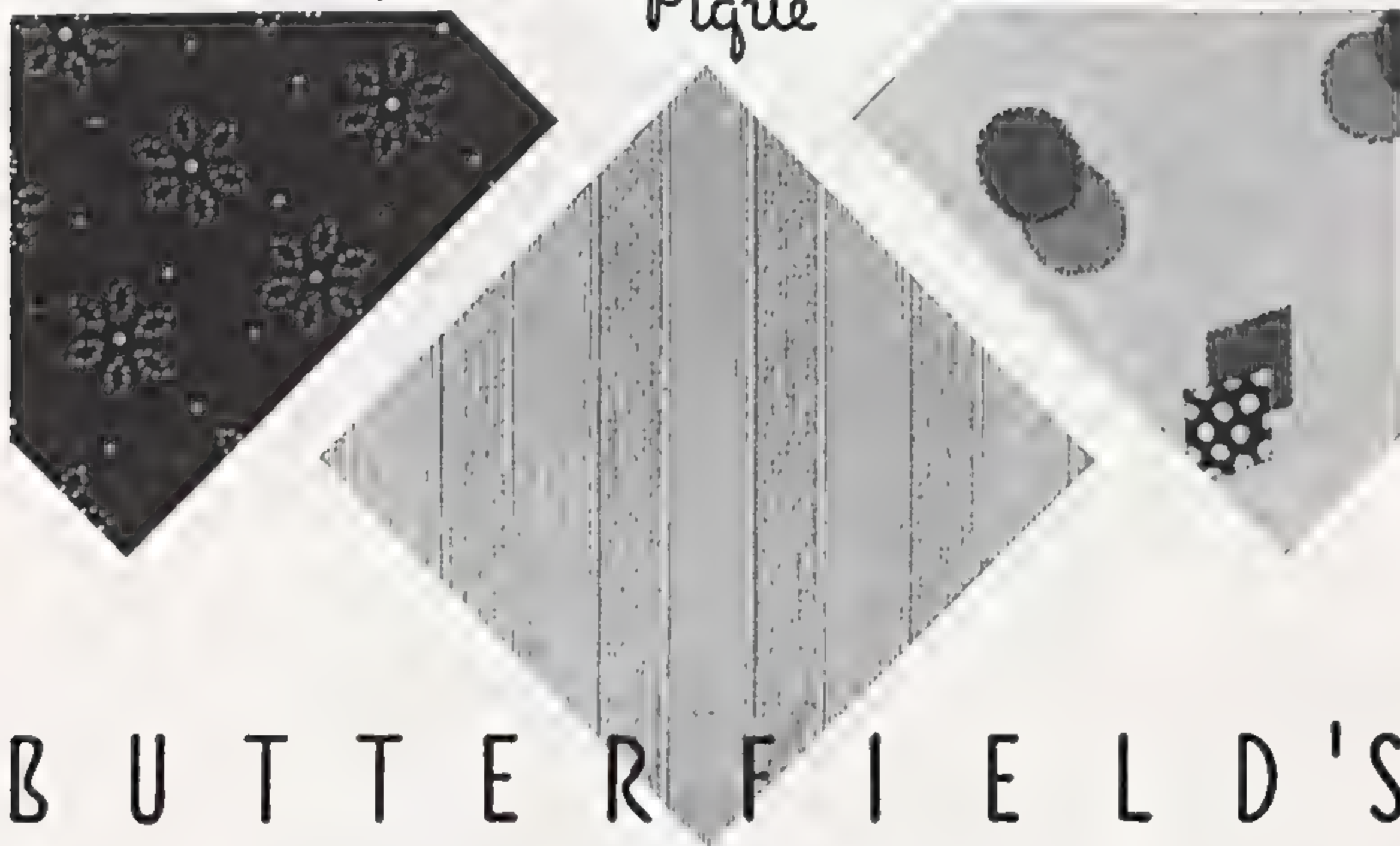
The Triumphant New
STUDEBAKERS

BUILDER OF CHAMPIONS
 PIONEER OF FREE WHEELING

Normandy Voile

Piqué

Fashion Cord



B U T T E R F I E L D ' S

For the frock that you forgot! . . . Now that summer's really here, you're

sure to discover you need at least one more dress!

Perhaps it's a "cool dark sheer" for town on torrid days, or maybe you haven't quite enough of those crisp youthful styles that make girls so good to look at on country mornings.

But never mind! Just hurry off to the nearest piece goods counter and ask for Butterfield Fabrics. Among these loveliest of cottons you'll find fabrics for any kind of frock—sheer voiles, trim piqués, dainty dimities.

And whenever you see the name Butterfield on the end of the bolt, you can be sure you are buying *quality* cottons—the highly styled, carefully finished cottons which are being worn by the season's most smartly-dressed women.

Butterfield on a fabric is a quality guarantee



FRED BUTTERFIELD & CO., INC., 361 BROADWAY, NEW YORK, N. Y.

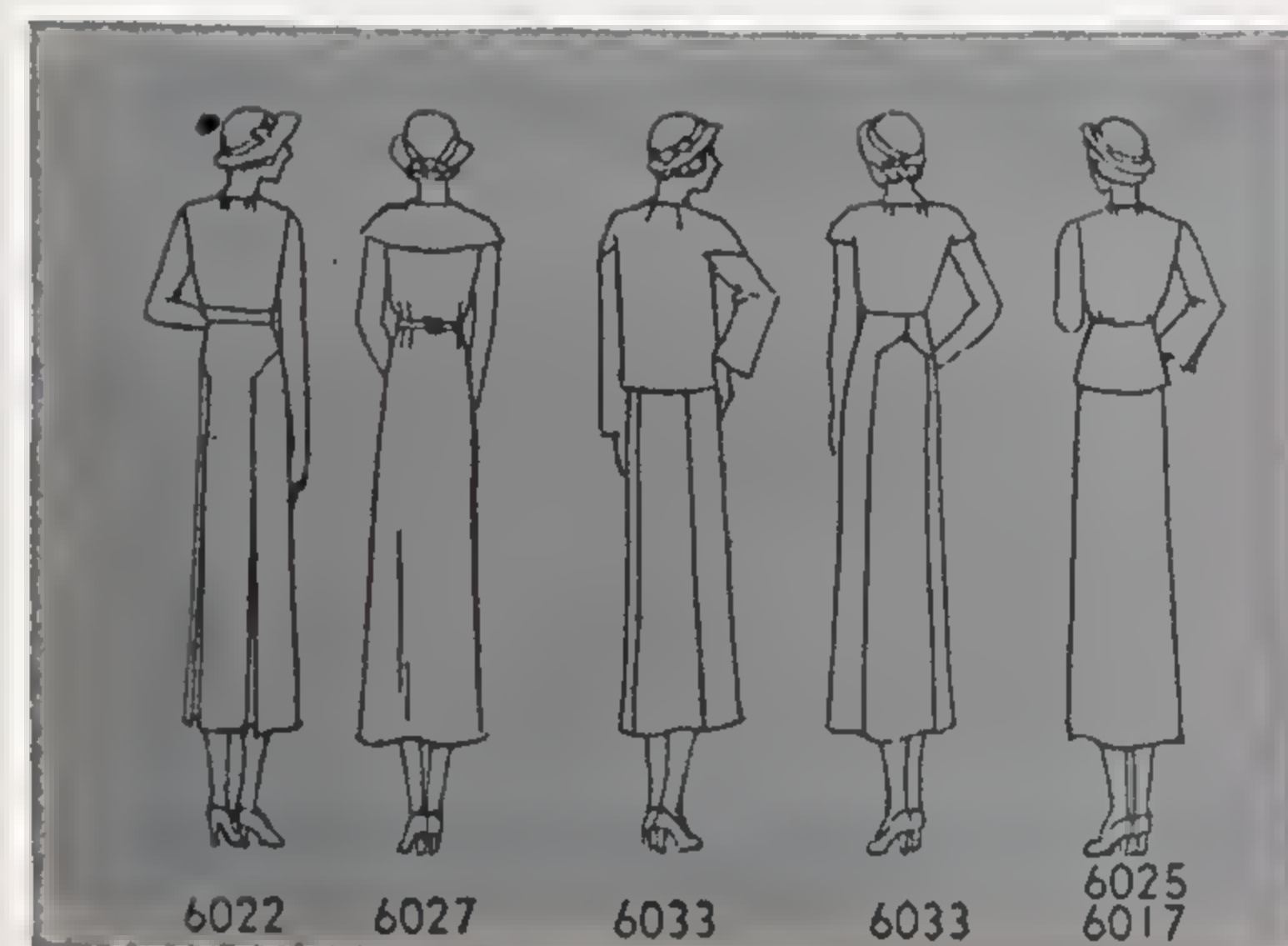
DESIGNS FOR PRACTICAL DRESSMAKING



FROCK 6031—The collar is optional on this "Easy-to-Make" chiffon frock. Designed for sizes 12 to 20; 30 to 38

FROCK No. 6032—This street dress is of diagonal flat crêpe. Lapels with tie included. Designed for sizes 32 to 42

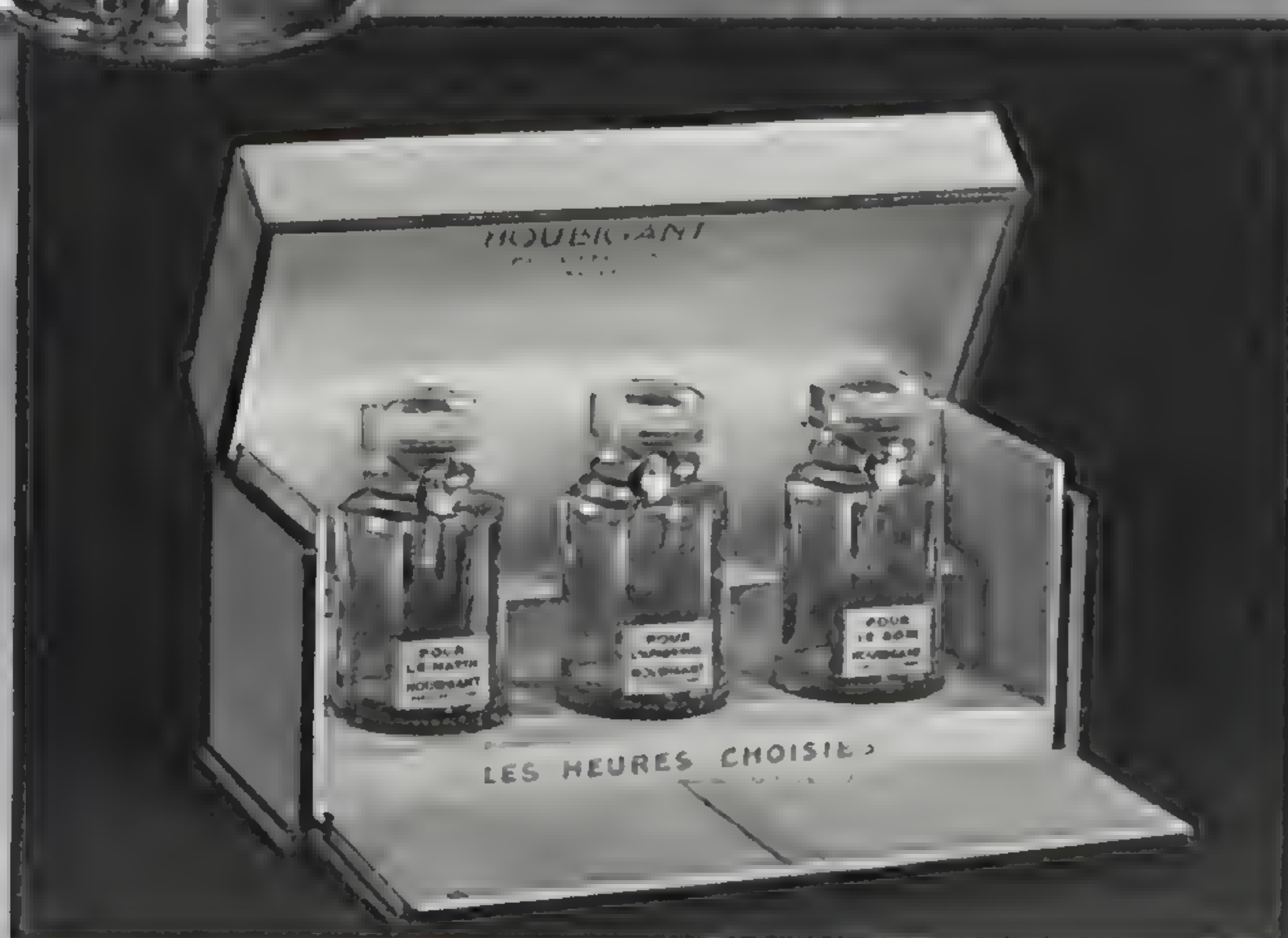
FROCK 6029—This collar can be a cowl, a bow or a cross-over; long sleeves. Designed for sizes 12 to 20; 30 to 38



In the upper panel are shown back views of the models on page 66 for afternoons or informal evenings in summer

On page 68 are the front views of the models directly above. They are ideal for street wear or for summer sports

LES SELECTIONS D'HOUBIGANT



"La femme chic" now adapts her perfume, as she does her dress, to the time and the occasion. Alert to this fashion trend, Houbigant has created three new luxurious odeurs:

POUR LE MATIN • POUR L'APRES MIDI • POUR LE SOIR
For Morning For Afternoon For Evening

Each is the perfect expression of the hours it represents ... the result of an exclusive process of blending rare essences of great persistency ... developing the full perfection of its fragrance a brief moment after it is applied. Presented in a special "coffret" appropriately called "LES HEURES CHOISIES", they are a timely addition to "LES SELECTIONS NOUVELLES D'HOUBIGANT" including the now famous perfumes ESSENCE RARE, ETUDE and FESTIVAL. These six perfumes are also available individually in similar flacons of larger size.

HOUBIGANT

PARIS

INSTANTLY, YOUR SKIN LOOKS YOUNGER!

YOU KNOW, of course, that current fashions extend to the complexion . . . even to demand a debutante-freshness of tone and texture. The smart shops listed here are style-centers in their communities. They'll tell you that SYMPHONIE Powder is not only a modish powder . . . but a talisman of youth . . . that it tones the skin to a creamy fairness with your own warm flesh-tints glowing through. SYMPHONIE goes on like a light powder . . . stays on like a heavy powder . . . brings youthful beauty to every skin. You must try it!



Study by Baroness von Horn

ASK AT ANY OF THESE STYLE-CENTERS:

New York: Saks-Fifth Avenue • John Wanamaker • Stern Brothers • Lord & Taylor
Franklin Simon & Co., Inc. • Gimbel Brothers, Inc. • B. Altman & Co. • Arnold,
Constable & Co., Inc. • Bloomingdale Bros. • Koch & Co. • James McCreery
& Co. • Oppenheim, Collins & Co. • James A. Hearn & Son • Jay-Thorpe, Inc.
Abraham & Straus, Inc. • Frederick Loeser & Co., Inc. • The A. I. Namm Store

Akron, Ohio
THE A. POLSKY CO.
THE C. H. YEAGER CO.
Allentown, Pennsylvania
HESS BROTHERS
H. LEH & CO.
ZOLLINGER-HARNED CO.
Altoona, Pennsylvania
KLINE BROTHERS
Ann Arbor, Michigan
MACK & CO., Inc.
Appleton, Wisconsin
GREENEN-DRY GOODS CO.
PETTIBONE-PEABODY CO.
Arkansas City, Kansas
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Asheville, North Carolina
BON MARCHÉ, Inc.
Atlanta, Georgia
DAVISON-PAXON CO.
Austin, Texas
LCEDECKE-MOFFATT CO.
E. M. SCARBROUGH & SONS
T. H. WILLIAMS & CO.

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Battle Creek, Michigan
JOS. C. GRANT CO.
Bellingham, Washington
MONTAGUE & McHUGH, Inc.
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Birmingham, Alabama
LOUIS PIZITZ DRY GOODS CO.
LOUIS SAKS CLOTHING CO.
Boise, Idaho
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Boston, Massachusetts
CONRAD & CO.
C. F. HOVEY CO.
R. H. WHITE CO.
Bowling Green, Kentucky
MARTIN'S DEPARTMENT STORE
Brockton, Massachusetts
JAMES EDGAR CO.
Buffalo, New York
ADAM, MELDRUM & ANDERSON CO.
E. W. EDWARDS & SON, Inc.
HENS & KELLY CO.
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Carthage, Missouri
RAMSAY BROTHERS DRY GOODS CO.
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COYLE & RICHARDSON, Inc.
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WIEBOLDT STORES, Inc.
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**YOU'LL FIND SYMPHONIE POWDER AT
THESE GOOD STORES, AND AT BETTER
PHARMACIES THROUGHOUT THIS
COUNTRY, IN CANADA AND MEXICO.**

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THE LEADER STORE
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Hutchinson, Kansas
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Iowa City, Iowa
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L. H. FIELD CO.
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KOHN-FURCHGOTT CO., Inc.
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THE ABRAHAMSON-BIGELOW CO.
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BOSTON STORE
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WEAVER'S
Lawrence, Massachusetts
A. B. SUTHERLAND CO.
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Little Rock, Arkansas
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Lockport, New York
JENSS STORES, Inc.
Louisville, Kentucky
J. BACON & SONS, Inc.
HERMAN STRAUS AND SONS CO.
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Lowell, Massachusetts
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A. G. POLLARD CO.
Madison, Wisconsin
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Madisonville, Kentucky
DULIN'S, Inc.
Manchester, N. H.
JAMES W. HILL COMPANY
LEAVITT STORES CORP.
Manitowoc, Wisconsin
THE HENDERSON-HOYT CO.
Marion, Ohio
THE UHLER-PHILLIPS COMPANY

Maryville, Tennessee
PROFFITT'S, Inc.
Mason City, Iowa
THE MERKEL COMPANY
Memphis, Tennessee
J. GOLDSMITH & SONS CO.
L. S. DONALDSON CO.
THE JOHN GERBER CO.
Miami, Florida
CROMER-CASSEL'S, Inc.
Milwaukee, Wisconsin
GIMBEL BROS., Inc.
HERZFELD-PHILLIPSON CO.
(Boston Store)
ED. SCHUSTER & CO.
Minneapolis, Minnesota
THE DAYTON COMPANY
L. S. DONALDSON CO.
YOUNG QUINLAN CO.
Muskegon, Michigan
WM. D. HARDY & CO.
Nashville, Tennessee
ARMSTRONG'S
CASTNER-KNOTT DRY GOODS CO.
LEBECK BROS.
New Orleans, Louisiana
L. FEIBLEMAN & CO.
D. H. HOLMES COMPANY, Ltd.
MAISON BLANCHE CO.
MARKS ISAACS CO.
Niagara Falls, New York
NIAGARA DRY GOODS CO.
Norfolk, Nebraska
A. L. KILLIAN CO.
Oakland, California
H. C. CAPWELL CO.
CAPWELL, SULLIVAN & FURTH
B. F. SCHLESINGER & SONS, Inc.
Oklahoma City, Oklahoma
KEHR DRY GOODS CO.
MCWEEN-HALLIBURTON CO.
RORABAUGH-BROWN DRY GOODS
COMPANY
Omaha, Nebraska
J. L. BRANDEIS & SONS
HAYDEN BROS., Inc.
THOMAS KILPATRICK & CO.
Orlando, Florida
DICKSON-IVES CO.
YOWELL-DREW CO.
Oshkosh, Wisconsin
THE HENDERSON-HOYT CO.
Paducah, Kentucky
PADUCAH DRY GOODS CO.
Peoria, Illinois
P. A. BERGNER & CO.
Petaluma, California
THE LEADER DEPT. STORE
Philadelphia, Pennsylvania
GEORGE ALLEN, Inc.
FRANK & SIDER CO.
STRAWBRIDGE & CLOTHIER
JOHN WANAMAKER
Phoenix, Arizona
GOLDWATER MERCANTILE CO.
Pittsburgh, Pennsylvania
ROGGS & BURL, Inc.
GIMBEL BROTHERS, Inc.
JOSEPH HORNE CO.
KAUFMAN'S
ALBERT J. MANSMAH CO.
THE ROSENBAUM CO.
Pittsfield, Massachusetts
ENGLAND BROTHERS, Inc.
Pontiac, Michigan
CHASE'S, Inc.
Port Huron, Michigan
J. B. SPERRY CO.

Portland, Oregon
LIPMAN, WOLFE & CO., Inc.
MEIER & FRANK COMPANY
OLDS, WORTMAN & KING
ROBERTS BROS.
Portsmouth, Ohio
MARTING BROS. COMPANY
Providence, Rhode Island
CALLENDER, MCAULAN &
TROUP CO.
THE SHEPARD COMPANY
Pueblo, Colorado
CREWS-BEGGS DRY GOODS CO.
DAY-JONES DRY GOODS CO.
Quincy, Illinois
HALBACH-SCHROEDER CO.
CHAS. HUDSON, Inc.
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Racine, Wisconsin
ZAHN DRY GOODS CO.
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GRAY-REID-WRIGHT CO.
Richmond, Virginia
THE KAUFMAN STORE, Inc.
Rochester, New York
MCCURDY & COMPANY
Sacramento, California
HALE BROTHERS, Inc.
WEINSTOCK, LEBIN & CO., Inc.
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STIEFFEL BROS. & CO.
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THE PARIS CO.
San Angelo, Texas
BAKER-HEMPHILL CO.
San Antonio, Texas
FROST BROS., Inc.
JOSKE BROS. CO.
WOLFF & MARK COMPANY
San Francisco, California
CITY OF PARIS
HALE BROS., Inc.
O'CONNOR, MOFFATT & CO.
THE EMPORIUM
San Jose, California
HALE BROS., Inc.
Santa Rosa, California
ROSENBERG & SON
Scranton, Pennsylvania
SCRANTON DRY GOODS CO.
Seattle, Washington
THE BON MARCHE
THE MACDOUGALL & SOUTHWICK
CO.
THE RHODES DEPT. STORE
Sharon, Pennsylvania
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Steubenville, Ohio
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St. Joseph, Missouri
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FAMOUS-BAER CO.
SCHUGER-VANDERVOORT-BARNEY
DRY GOODS CO.
STIX, BAER & FULLER CO.
St. Paul, Minnesota
THE EMPORIUM
THE GOLDEN RULE
Tacoma, Washington
RHODES BROTHERS
THE FISHER COMPANY
THE PEOPLES STORE CO.
Tampa, Florida
MAAS BROS., Inc.
Terre Haute, Indiana
ROOT DRY GOODS CO.
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THE LION DRY GOODS CO.
Topeka, Kansas
THE CROSBY BROS. CO.
Tulsa, Oklahoma
BROWN-DUNKIN DRY GOODS CO.
THE VANDER DRY GOODS CO.
Twin Falls, Idaho
C. C. ANDERSON CO.
IDAHO DEPARTMENT STORE
Union City, New Jersey
A. HOLTHAUSEN
Waco, Texas
R. E. COX DRY GOODS CO.
Washington, D. C.
THE HECHT CO.
S. KANN SONS CO.
Waterloo, Iowa
THE JAMES BLACK DRY GOODS CO.
Wheeling, West Virginia
STONE & THOMAS, Inc.
Wichita, Kansas
THE ALLEN W. HINKEL DRY
GOODS CO.
Wilson, North Carolina
J. & D. OETTINGER
Worcester, Massachusetts
DENHOLM & MCKAY CO.
Yakima, Washington
BARNES-WOODIN COMPANY
Youngstown, Ohio
THE G. M. MCKELVEY CO.
THE STROUSS-HUBBARD CO.

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HUDSON'S BAY COMPANY
Edmonton, Alberta
THE T. EATON CO. Ltd.
HUDSON'S BAY COMPANY
C. WOODWARD Ltd.
Montreal, Quebec
THE T. EATON CO. Ltd.
DUPIRE FRERES Ltd.
HENRY MORGAN & CO. Ltd.
Regina, Saskatchewan
THE T. EATON CO. Ltd.
R. H. WILLIAMS & SONS
Saskatoon, Saskatchewan
THE T. EATON CO. Ltd.
HUDSON'S BAY COMPANY
St. John's, New Brunswick
MANCHESTER ROBERTSON
ALLISON Ltd.
Toronto, Ontario
THE T. EATON CO. Ltd.
THE ROBERT SIMPSON COMPANY
LIMITED
Vancouver, British Columbia
THE DAVID SPENCER COMPANY
LIMITED
HUDSON'S BAY COMPANY
WOODWARD'S DEPARTMENT STORE
Victoria, British Columbia
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One dollar buys the Little Carton of the New Complexion, containing SYMPHONIE Powder and a gift-tube of Armand Foundation Cream. Use them together . . . a little cream rubbed on first and then removed. Your skin will never "shine" nor your powder "cake"!



SEEN ON THE STAGE

(CONTINUED FROM PAGE 45)

STEP-IN

This Step-In has an almost sculptured loveliness. As a study of what a corset of this type should be it is well-nigh perfect.



LILY OF FRANCE

DUO-SETTE

The supple grace of the contours of this Duo-Sette is the result of a designing skill that translates the mandates of the mode into fluid beauty.

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LILY OF FRANCE
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reverence for Shaw's reputation or for the soi-disant legitimate theatre to temper her performance, the best parts of the exhibition in Fifty-Second Street would be lost. There would be much less laughter, and what there was would be far from hearty, scarcely more than occasional mild chuckles. Again, in the Broadway argot, "she makes the show," or comes as near to making it as any one actor could.

But she is far from being "the whole show." Hugh Sinclair, a lithe young man, reveals, as the ministerial thief, a fine and admirably controlled sense of humour. And polish, ease, all those qualities that, when combined, compose what is known as manner. He does not, however, permit the manner to sap his resilience or even vaguely suggest aloofness; he adapts himself adroitly to the rôle he is assuming, is intense, varied, convinced, and convincing.

Ernest Cossart is properly coleric as Colonel Tallboys, the commander of a British expeditionary force into "a mountainous country," who has a penchant for painting with water-colours. The part of Private Meek is written largely for contrast with the Colonel; Leo Carroll provides that and much else besides. He and Cossart play their scenes together cleverly—one loud and domineering; the other, subdued, diffident; the diffident one, because he knows his business, is victorious, and his superior, being a figurehead remote from affairs, never suspects that he has lost.

The Guild's production of "The Moon in the Yellow River" closed on a Saturday night; Claude Rains, who played the leading rôle, rehearsed on Sunday and delivered the long monologues Shaw put into the mouth of a figure called The Elder in "Too True to Be Good" to an audience on Monday. In such diverse work as a character well understood, conceived, and executed by the author and as a Shavian mouthpiece, Rains "registers," proving himself an actor of range and true histrionic feeling. He "loses himself" in what he is doing, never once forgetting that he is an actor on a stage, taking part in a play that is being projected to an audience. Frank Shannon also stays within his rôle and appears to believe it.

The sole error in casting that the Guild and Leslie Banks, the director, have made is Hope Williams. In the crackling Philip Barry comedies, she was not so bad—they strove for little more than smartness of phrase, and Miss Williams is smart. But practically nothing else within a proscaenium. She is always herself, and that self is singularly uneventful on the stage—her lack of variety and "lift" is particularly noticeable in "Too True to Be Good," a doddering script that relies upon the actors for first and last aid.

"STYLES OF ACTING"

Dorothy Sands, delightfully remembered from "The Grand Street Follies," has been making a series of solo appearances on Sunday evenings at the Booth Theatre. The program is called "Styles of Acting." Her object

is to show the method and manner of acting in different periods of English and American drama. The evening starts with Millamant in Congreve's "The Way of the World." Miss Sands endows the best-known heroine of Restoration comedy with all the airs and graces that tradition has bestowed upon the great ladies of that era. From under the wig and paint and powder and patches, there gleams always a roguish twentieth-century smile.

For her second number, she has chosen a passage from Dryden's "Conquest of Granada." She renders it in the Grand Manner, with all the artificial posturings and rococo flourishes the grandiloquent lines demand.

That is followed by a song, "Buy a Broom," as Madame Vestris, a popular actress of the early nineteenth century, would have sung it. It is sheer delight.

After revealing the kind of acting the ten-twen'-thirt' melodramas required (Nellie Denver in "The Silver King," by Henry Arthur Jones), Miss Sands comes to our own time. Her "Candida" is beautiful; her impersonation of Pauline Lord in "Anna Christie" not wholly successful.

The final number consists of four parts: the sleep-walking scene from "Macbeth" as Haidee Wright, Ethel Barrymore, Mae West, and Laurette Taylor would portray it. In the last two especially, Dorothy Sands proves herself the supreme contemporary mistress of imitation, generously spiced with rich humour. She is planning to give the whole country the pleasure of seeing her "Styles of Acting" next season.

"HAPPY LANDING"

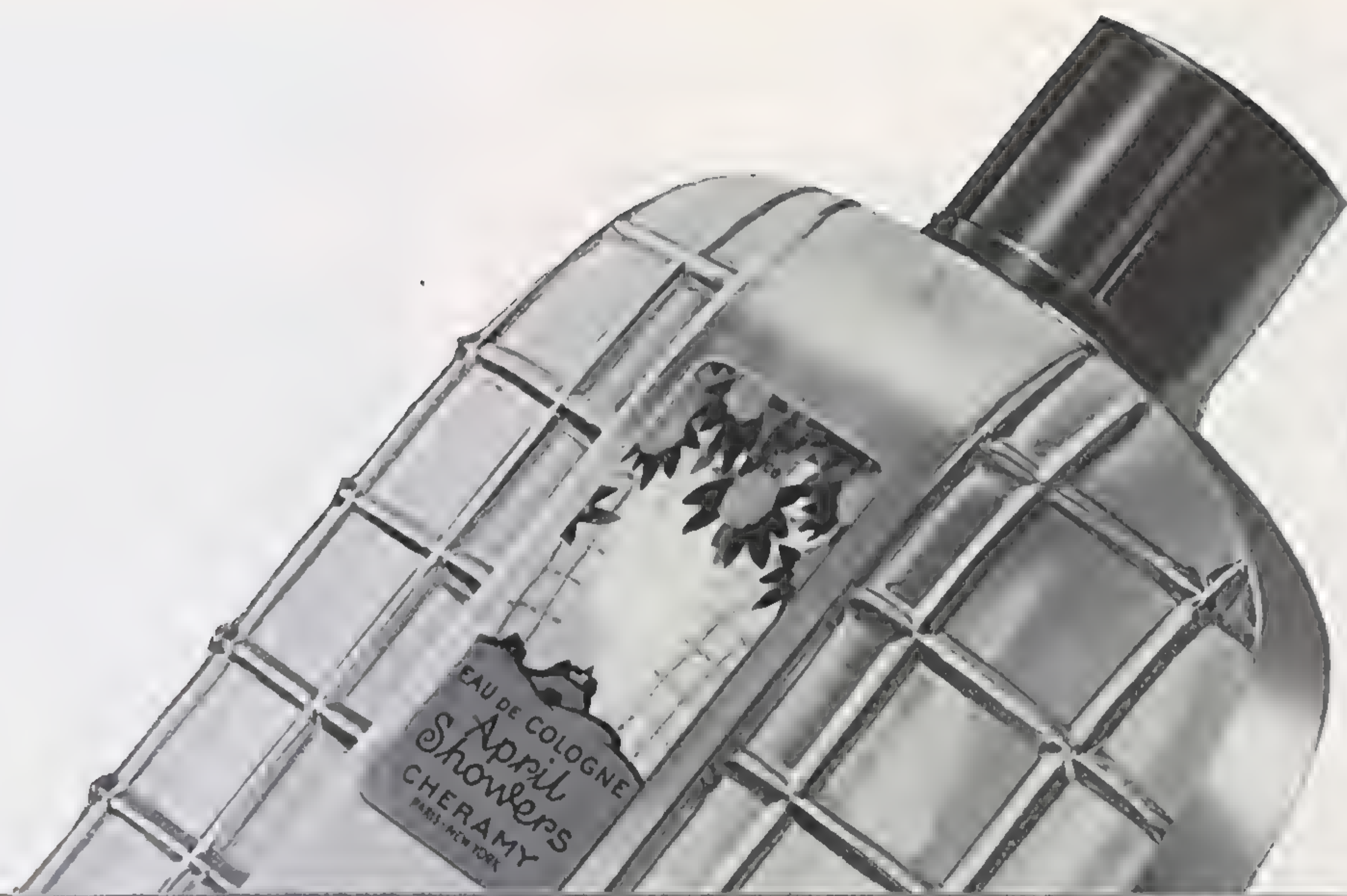
The "hero racket," as developed in America, provides the theme for "Happy Landing," by John B. Hymer and William E. Barry. The authors have not bothered to conceal the fact that their drama in all its essentials follows faithfully the Lindbergh story just before and immediately after his great flight. Their hero flies across the Pacific, he is subjected to wild idolatry on his return, is exploited by greedy, unscrupulous people who take advantage of his simplicity and sincerity. Speed and glimpses of the inside of sundry "rackets" compensate in part for the commonplace writing and stale technique.

Russell Hardie, as the Maine boy who flies to fame, gives a forthright, genuine performance. A young girl named Margaret Sullavan plays the heroine; she has charm, skill, sincerity, and she knows already how to employ her gifts to their best advantage in the theatre.

"THE TRUTH ABOUT BLAYDS"

"The Truth about Blayds," which Guthrie McClintic has revived, serves to remind us that, even a decade ago, Milne was mild, though not saccharine. O. P. Heggie is splendid as the patriarch, and Pauline Lord plays his daughter with acute and lovely sensitivity.

Cleon Throckmorton's beautiful setting merits a much more vital play.



A GUIDE TO "GET-UP" AND "GO"

The vivacity and very obvious charm of Parisian women is achieved, in a great measure, by the use of Cheramy Floral Eau de Cologne—blend of fine Eau de Cologne and Cheramy's Floral Perfumes.



FRICTION . . . In France, Cheramy Floral Eau de Cologne is used as a "friction" (Body Rub). An external stimulant, it gives immediate relief from exhaustion. Delightful after the bath or in its stead.



REFRIGERANT . . Combats devitalizing summer heat and tiring humidity. Applied to wrists,

forehead or body, it gives an immediate cooling, revivifying effect.



alleviates soreness.



MASSAGE . . . Used as a body massage, applied with moderate force by the hand, it overcomes flabbiness, tones-up the skin, relaxes muscles and

PERFUME . . . Do you deny yourself the daily use of fine perfumes because of cost? Then try Cheramy Floral Eau de Cologne. Your choice of twelve odeurs, including April Showers.

**FLORAL
EAU DE
COLOGNE
CHERAMY
PARIS**

ODEURS

April Showers

LILAS	POIS DE SENTEUR	ROSE
MUGUET	(Sweet Pea)	MIMOSA
JASMIN	LAVANDE	VIOLETTE
JOLI SOIR	CHYPRE	CIEL BLEU
(Gloaming)	FOUGÈRE	(Blue Skies)
	(Fern)	

From 25c an ounce to \$3.75 the flacon of thirty-two ounces.

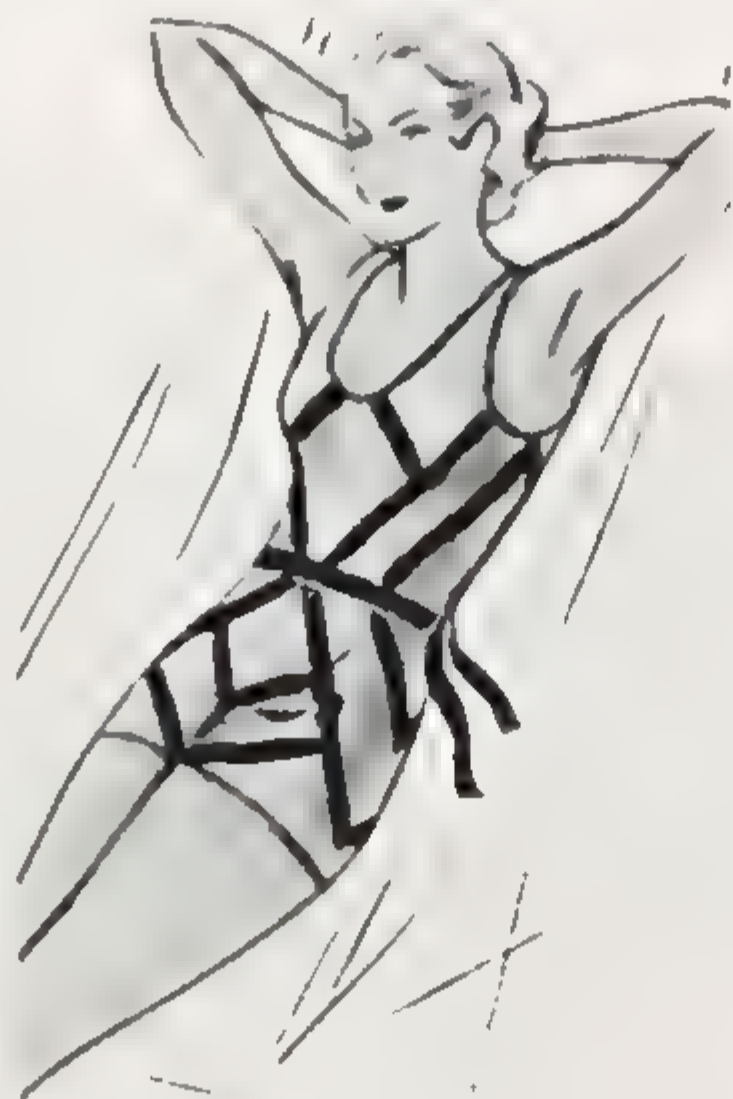


Really! you've always wanted Waterwear like this!

EVERY one of the new Munsingwear Swim Suits... and there are many more than you see here... is smartly individual. You'll like their lines... their sparkling colors and their contrasts... their youthful designs, daring or sparing as the case may be. You'll heartily approve of their thoroughbred good looks and their innate good quality, for Munsingwear Waterwear is fashioned in the traditional Munsingwear manner. There are one-piece and two-piece models, flaring "trou" and skirts, sun-top and sun-back... plain or rib-knit zephyrs and jerseys. And there's the famous flat-elastic skirt-hem in every regulation style... patented by Munsingwear and only Munsingwear Waterwear has it! Choose the model you like best without the slightest concern for your budget for these smart Swim Suits by Munsingwear are priced that way. See them in a smart store near you.

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THE 3

This new design in silver is truly modern in spirit, yet it has the suggestion of the Empire feeling that makes it delightful for the bridal table, shown on pages 60 and 61. In itself, it is a perfect gift for the June bride of 1932

F O R T H E H O S T E S S

(CONTINUED FROM PAGE 60)

going to Sherry's for the food is just like going to Tiffany's for the ring—, you might have the following triumphant assemblage.

Délites Sherry		
Essence of Beef		
Paillette de Fromage		
Sea Food Poulette		
Suprême of Chicken Lucullus		
Virginia Roulade		
Timbale of Chicken Mousse		
Fresh Vegetables in Aspic		
Sandwiches Assortis		
Ices		
Chocolat Frou-Frou		
Gâteaux		
Bonbons	Deml-Tasse	Mints

The Délites Sherry will be an infinite assortment of delicious canapés, and the paillettes are especially baked two-inch cheese sticks. The sea food poulette is the hot dish, being lobster or crabmeat in cream, served on toast or in pastry shells. Among the cold dishes, the chicken Lucullus is breast of chicken *en gelée* served on toast spread with foies gras and decorated with truffles, and the Virginia roulade is thin slices of Virginia ham rolled into cornucopias and filled with creamed horseradish (Vogue showed one version of these in the hors-d'œuvres assortment in the May fifteen issue, and nothing could be more delicious). With such a varied menu, the bridal party at its special table would probably have the same food served in courses, with the addition of an entrée. A simplified version of the reception menu from Louis Sherry, to-

gether with one for a wedding breakfast and one for a wedding supper, are listed at the end of the article.

But the climax, the very essence of the wedding feast is the wedding-cake. From its place of vantage in the middle of the bride's table, or waiting on a side-table for the bride to cut the first dramatic slice, it has an unrivalled glamour. Fashions in wedding-cakes don't change, and cupids and doves and sugar roses are eternally lovely. The two that are shown on pages 60 and 61 are from Madame Blanche, and Max Schling has added the final touch of glory to the one shown alone, by crowning it with fresh flowers. Madame Blanche is the super-wedding-cake lady, who has made the biggest cake in America, the cake that cost a thousand dollars, the cake for a crowned head. She was the first person ever to put a temple of love on a wedding-cake, one she had made by hand, a generation ago, an exact copy of the temple of love in the Trianon in Versailles. Incidentally, wedding-cake is the only kind you can eat and have, too. For it gets better with the years, like fine wines, and once you have cut a few pieces for the bridal party, the rest can be sealed up. Many people do this, and then have part of it re-iced for subsequent happy anniversaries. One couple, so a story goes, had their cake sealed up, and two lone slices cut off for them to eat each year, up till the Golden Anniversary, when, alas, the cake gave out! Of course, the wedding-cake goes to the guests in the little boxes they can take home and sleep on, and there are ingenious ideas for concealing these boxes in the lower (Continued on page 80)

To Demonstrate the 1-Minute Facial

free { PURSE SIZE FLASK
REFILL FUNNEL
J & J COUETTES

LAST CALL!

*Ambrosia special offer ends in 2 weeks.
This is your last chance to get 3 items
free with the purchase of a \$1⁰⁰ bottle*



SKIN cleansed, toned, ready for powder. That's the facial Ambrosia gives in 1 minute. Prove it at our expense by getting 3 items free with the purchase of a \$1 bottle now.

For 2 weeks more you get *free*, a purse-size flask filled with Ambrosia, value 50¢. Also *free*, funnel for refilling flask. And thirdly, *free*, regular 25¢ box of Couettes.

The flask mold will then be broken and no more will be made. This is therefore your last chance to get this flask that enables you to carry your facials in your purse. It is also your last chance to get this \$2 value for \$1. Don't miss out. Get an Ambrosia special package today!

CORRECT AGE-SIGNS

Remember: in Ambrosia you get not only a 1-Minute Facial, but a product that contributes

to skin-health. A fact tested and proven by 789 skin examinations recently made by a famous New York doctor. Doctor's results proved conclusively that critical age signs were largely caused by wrong cleansing methods.

END DRY SKIN — SMOOTH WRINKLES

With some women age-signs take the form of dryness and wrinkles. Dry skins start to age rapidly when oil glands are sub-normal, and *because pores are clogged*. (See skin diagram below.) Doctor's tests prove that dryness can be lessened and wrinkles smoothed noticeably in 5 to 7 days, by 2 simple steps:

1. *Pore-deep cleansing*. No cream penetrates clogged pores. But pores cleansed with Ambrosia take in cream to replenish natural oil, end dryness.
2. *Softening after cleansing*. Used after Ambrosia

cleansing, Ambrosia Cream penetrates, replenishes natural oil. Skin feels smoother at once.

NORMALIZE OILY SKIN — END BLACKHEADS

Oily skins start to age rapidly because oil glands are overactive, and *because pores are clogged*. Here's how doctor normalized oily skin, sometimes within 3 days:

1. *Pore-deep liquid cleansing*. Use Ambrosia cleanser 3 to 5 times a day. With pores no longer clogged, skin gets normal.
2. *Toning and tightening*. Ambrosia Tightener after cleansing further lessens oiliness, prevents blackheads and blemishes, closes large pores. Get this Doctor's full directions for care of all skin-types with Ambrosia today. And don't forget: special offer ends in 2 weeks. At drug and department stores *now*!

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DOCTORS USE ONLY LIQUIDS TO
MAKE SKIN SURGICALLY CLEAN



GREASY
CLEANSING.

Surface dirt is removed but impurities pushed into pores. Causes age-signs and blemishes.



PORE-DEEP
CLEANSING.

No blemishes now! All dirt removed with Ambrosia, skin becomes clear, fine and young!



789 skin examinations by New York doctor prove Ambrosia contributes to skin-health. After nightly cleansing, clean pores absorb Ambrosia Cream to end dryness. Oily skins use Tightener.

Sure of him now. With skin as soft as kisses and all age-signs gone, no wonder she is confident, and he is pleased. 1-Minute Ambrosia facials will keep your skin too, always apple-blossom clear.

France



AREN'T you a bit tired of your cottage at the beach . . . your camp in the mountains . . . why not rent and go to France this summer? ▲ Transportation in France has progressed remarkably of late years . . . more trains, faster trains . . . cheaper tariffs . . . miraculously comfortable motor buses on all the most picturesque highways . . . a vacation you have always wanted with your dollars stretching farther than staying at home ▲ Mont St. Michel, where the Ages carry you back and back to the dawn of everything . . . Lisieux with its famous shrine . . . Chinon where Jeanne D'Arc met her king ▲ Tranquil days along the Loire where feudal castles loom like giant watch dogs over sleeping villages . . . Deauville for the races . . . lovely Biarritz, playground of European aristocracy . . . little Basque towns in the Pyrenees ▲ Arles with its old theatre where Venus de Milo was found . . . the whole Riviera with the fragrance of a million roses . . . through the routes-des-Alps to Chamonix . . . Vittel and Contrexeville nestling in the Vosges with their famous thermal springs . . . Le Touquet and La Baule provide weekends with gay Parisians ▲ Your travel agency will supply itinerary.

RAILWAYS OF FRANCE
1 East 57th Street, New York City

ON HER DRESSING-TABLE

(CONTINUED FROM PAGE 70)

beauty program of many women. For example, it is a greaseless cleanser and, as such, is ideal for the oily-skinned individual who is wont to cry out loud at the idea of putting cream on her face. Then, it is simple and quick to use for in-between cleansings, when you may begrudge the time that your regular cream and lotion take. However you adapt it, it is an entirely pleasant affair, an emulsified, creamy liquid, light in texture and fresh and light in fragrance. The Sensitive Skin Cream of this same maker, which has heretofore only been found in the Dorothy Gray salons, can now be purchased in the department shops. This is the light, bland cream that does such excellent things in caring for the very sensitive skin—whether it be of dry, medium, or oily persuasion.

If you have a Eugene permanent wave—and every one knows that that is a very excellent variety to have—your hair-dresser will present you with a card that entitles you to a gift. And a pleasant one it is, since it includes small bottles of the Eugene Shampoo and Setting Lotion. The shampoo is a concentrated liquid, so that you only need a few sprinkles of it over wet hair. The setting lotion is entirely free from stickiness and vanishes as soon as it has done its good work. These Eugene products can be purchased in department shops in the full-sized bottles, as well as at your hair-dresser.

Marie Earle has a new wrinkle, or rather a preventive of wrinkles, in her eye treatment that has just been introduced. But don't be misled by the title, for, while your eyes do become rested and refreshed under the sympathetic fingers of your operator, the treatment extends over your face and down the neck, as well, and provides you with, in beauty parlance, a quick clean up and a flattering make-up, in addition to the beautification of the eyes. A pleasant half-hour of relaxation that sends you out to see the world through new eyes.

If your hair looks rather tired of it all, a good place to take it for resuscitation is to East Fifty-Third Street, in New York, where Mary Greene will give you a rousing scalp treatment that will provide a new lease on life. One of Miss Greene's preparations is an ointment called "Six-in-One" that is intended for both salon and home treatments. This supplies the scalp with those oils necessary to make the hair healthy and, because of its pleasant habit of disappearing into the scalp, isn't obvious to the world in general. The *spécialité de la maison* is hair colouring, and, to those who go into this matter seriously, the work here is such that even your best friends won't know, and, if you have had unfortunate experiments in this matter of dyeing, they can be remedied at this establishment.

FOR THE HOSTESSES

(CONTINUED FROM PAGE 78)

tiers of the big cake (which, of course, aren't cake at all) or fitting them into sections of it and having them pulled out by ribbons, instead of having the boxes heaped up in piles, as they usually are.

The accessories that Vogue has shown on page 61 would do a bridal table proud, and all have a beautiful harmony of feeling. The Empress design in International Silver, silver that any bride would love to call her own for life, is complemented by the Empire motif on the Wedgwood plates and by the finely striped design of the damask, the napkins of which are marked with the crest of the bride's family. The cornucopias, with their lovely, large freesia blossoms, have an Empire feeling, and the beautifully simple lines of the goblets and champagne glasses reflect the purity of line of the temple crowning the cake.

These are the additional menus suggested by Louis Sherry.

Wedding Breakfast Menu

Honey Dew Melon
Consommé
Filet of Bass, Bonne Femme
Squab Chicken in Casserole,
Bourgeoise
Potatoes Nolsette in Butter
Mixed Green Salad
Dablottins
Ice-Cream Cake
Coffee

Wedding Supper Menu

Délices Sherry
Astrakhan Caviar Blinis
Green Turtle with Sherry
Cheese Straws Salted Almonds
Turbot Soufflé
Lobster Sauce
Capon Gastronomique
New Pease
Kuroki Salad
Bombe Plombières Praline
Frivolités
Coffee
Almonds Bonbons Mints

Wedding Reception Menu

Consommé in Cups
Cheese Straws
Chicken Salad
Lobster Salad
Rillettes
Galantine of Capon
Virginia Ham Glacé
Assorted Sandwiches
Individual Ice-Creams,
Wedding Forms
Petits Fours Gâteaux
Bonbons Mints Nuts
Coffee



of a Distinguished family

THE Packard Twin Six is a familiar name wherever men drive motor cars—a name that has taken its place in our very language. ¶ The Packard Twin Six of before the war made motor car history. The world-renowned war-time Liberty motor added to the fame of Packard Twin Six engines both abroad and at home—a fame since enhanced by the development of Twin Six marine engines for the world's fastest racing craft and the Packard Twin Six "2500," the



most powerful airplane engine built in America today. ¶ And now a superb, new Packard Twin Six motor car takes to the highway again—a car of beauty, a car of supreme luxury, a car of matchless

power, a car that revives the famous title of the first Twin Six—"Boss of the Road."

¶ Today's Twin Six Packard is the climax of sixteen years of continuous experience with twelve-cylinder engine designs—an experience of twice that period in the building of fine and distinguished cars. There is literally nothing by which to judge it, for it is so advanced, so modern that it defies comparison with multi-cylinder cars of conventional type. See and drive this great, new Super-Packard.

PACKARD

ASK THE MAN WHO OWNS ONE



Photo showing the newest Martex Towels for summer use now being displayed in the Fifth Avenue window of Lord & Taylor, New York, June 1-8.

June is the month to buy bath towels

You are going to need towels—lots of them—whether you stay at home this summer or open up the shore cottage. Now is the time to buy them. For never has Martex offered bigger or finer bath towels for so little money. Leading stores in every city are showing these big value Martex Towels ready to supply your every summer need.

FOR WEDDING GIFTS—Martex Luxuria—the finest towel made. Plain colors with black stripes. Exquisite for monogramming.

FOR MEN—Martex Imperial. An extra large white towel with English corded border. FOR ATHLETES—Linen Terry to give a brisk tingly rub down.

FOR BEACH OR CAMP—Martex white towels with color borders at prices so low that you can fill up the linen closet and know that you are saving money.

FOR BEACH LOUNGING—Martex Bath Sheets in Basque Stripes and plain colors. (Very popular in Florida the last two seasons).

ANNIVERSARY SPECIAL—This year is the 35th year of Martex leadership. In recognition of this anniversary we have supplied stores with a special Martex Bath Towel at 35¢—size, 22 x 44, the most unusual value ever offered by Martex. You will want a large supply for general utility use, especially if there are children in your family.

Whatever your summer towel needs—don't fail to visit the Martex Towel department of any leading department store or linen specialty shop and judge these values for yourself.

In addition to the towels for special purposes ask to see these three new patterns



COCKLESHELLS

DAFFODIL

ORIENT

MARTEX

BATH TOWELS • BATH MATS • BATH SHEETS • WASH CLOTHS



This glass-shelved table is perfect for the bathroom; from Thedlow. Bottles, powder-box, jars for bath powder and salts, and towel-stand; from Au Bain

THE GOSPELS OF BEAUTY

(CONTINUED FROM PAGE 48)

practically at once, and they are supplemented by bath perfumes in powder form, by marvellous soluble oils, and effervescing tablets that let the fragrance fizz up through the water. Probably, the oils are the most thoroughly softening, if you are looking especially for that, and you can have any fragrance, from the fresh, clear scent of pines and the faintest lavender to sophisticated blends that are frankly intended to perfume your bathroom, as well as your bath. Even starch comes into the bathroom, disguised with a delicate fragrance, to make your bath water velvety soft. Most of these come in simple, good-looking bottles and jars that you are glad to have around, and it is hard to forgive the bright minds that thought up the idea of putting bath salts into china dogs or coach-and-fours.

Soaps, too, can be adapted to your water, and, while many "hard-water soaps" are of the laundry variety, there

are fine toilet soaps especially adapted to work in the stubborn waters. And, if you think this hard-water problem doesn't amount to much, it is only because you have never lived in a district where there was nothing else but! Another special variety of soap that is a boon and a blessing is that made to be used in salt water. Any one having sat in a tub on shipboard, scrubbing violently at a cake of French soap, only to have to resort to the wan little cake provided by the bath steward, will appreciate fine salt-water soap. There are good bath soaps to be had in every fragrance and in every lovely colour, at prices that range from depression figures up to one kind that costs four dollars—a cake, not a gross! It is silly, but it's grand soap.

If you are a devotee of the sponge, then to speak of brushes is to talk to a deaf ear. Take the sponge bag out of an Englishman's—or woman's—luggage, and (Continued on page 87)



LÉON DE VOS

Two trays of bottles, bathroom set (including three pieces not shown), sponge pillow, and mirror glass container for cleansing tissues; Au Bain

I NEVER
CAN SLEEP
AWAY
FROM HOME...

DON'T SPOIL
THIS WEEK-END
PARTY BY
GRUMBLING...

*But it wasn't the party that kept them awake
... it was the wrong coffee.*

Your guests may say they had a lovely time and keep quiet about their sleepless night, and you'll never be the wiser unless you know for certain that the coffee you've served is not to blame.

So many people cannot touch caffeine. They must either forego coffee at night or else toss in bed. The thoughtful hostess solves this very simply by serving a real coffee without caffeine—Kellogg's Kaffee Hag Coffee. The improved Kaffee Hag Coffee is ideal for parties and dinners. Because it's guaranteed to be 97% free of caffeine. All your guests can enjoy it without regret. Its flavor is equal to that of any other fine coffee. Reduced in price.

Taste it! See how it lets you sleep. If you aren't entirely satisfied, return the empty can to us and we will refund your money. Roasted by Kellogg in Battle Creek. At all grocers in vacuum-sealed cans.

REAL COFFEE THAT LETS YOU SLEEP

So easy



So simple to banish every suggestion of perspiration odor. Just a little AB-SCENT Cream Deodorant on your finger-tip applied where odors annoy, and you have counteracted the odor without impeding the normal action of perspiration. Fragrant, harmless, and the most modern. Use it any time. Will not harm your clothing. Large tube 25c from your dealer or send a quarter to Madame Berthé, Specialist, 562 Fifth Avenue, New York



So delightful

AB-SCENT
CREAM DEODORANT

IF YOU TAKE MY ADVICE

(CONTINUED FROM PAGE 57)

huge, and you have the sensation of living in the biggest house you have ever seen. If you give a dinner-party on a hot night in August, in one of these Venetian palaces, you feel that you are in the midst of a stage-setting. It is all so unreal. Your automobiles become gondolas and launches—the launches built like little town cars on water. When you have a party, the extra footmen are the *gondolieri* who come in to serve at the table, and every detail of life has a picturesque side that is peculiar to Venice. Indeed, to take the Palazzo Rezzonico, which the Cole Porters had for many seasons, or the Palazzo Robilant, which Mrs. Corrigan had last summer, means having the adventure of going back over the centuries and living, for the time, another life. Then, there are splendid apartments to be had—apartments that are whole floors of palaces, such as those of Mrs. Toulmin, Victor Cunard, or the Countess Morosini.

And what about the south of France, which is now Europe's pet summer resort? Here, again, I can only speak from my own point of view, but, if I could not have one of the villas on the water—such as the Château de la Garoupe, the villa of Mrs. Lloyd Osborne, or one of the little villas of Madame Boissevain, all on the Cap d'Antibes—I would prefer to be at one of the hotels, for the hotels in Cannes, during the summer, are more like the old-fashioned summer seaside hotels that I have already referred to than any I know of elsewhere. Last year, at the Carlton, the Majestic, or the Miramar, at Cannes, it was like being in a large country house with friends. We called to one another from our rooms across the court and visited from room to room just as if we were staying at a country house. And, as the whole day at Cannes or Monte Carlo in August is spent on the beach and on the water, a villa becomes just a place to sleep.

So, for me, the ideal thing in the south of France is to stop at a hotel and have a boat for the season. Or, I would take a boat for the month of August and go cruising. I don't mean a large yacht, but a fair-sized boat on which one can live. It is possible to find a smallish, perfectly comfortable boat, with crew supplied, on which you may live for a month or six weeks, starting a leisurely cruise from Marseille and going all along the coast, stopping a few days at Toulon, Saint-Tropez, Saint-Raphaël, Cannes, Antibes, Villefranche, Monte Carlo, and Menton, and continuing along the Italian Riviera to Genoa, even ending up

your cruise at Capri, taking in Rapallo and Viareggio on the way. Along this coast, there are so many small harbours, one every five or ten miles, that cruising is very comfortable in a small boat, and there is little danger of rough weather.

If it is none of these things, it must be the nomadic life of the motorist that you will choose, and, generally speaking, I would advise the following program. Starting off from Paris, you might go to Cologne and from there down the Rhine to Salzburg, where you will find all the music-lovers (and certainly if you love music, this is the thing to do) gathered in the month of August. The Grand Hotel seems like a meeting-place from the four corners of the world, for you will have an unexpected encounter with friends at almost every hour of the day. At that moment, at Salzburg, all the highbrows in the musical and artistic world are collected about Reinhardt. And, at night, after his performances of "Everyman" and the other classics that he gives yearly, there are huge supper-parties in his magnificent villa on the lake, where the company sups by candle-light to the strains of his private orchestra. You might like that, and you certainly will know somebody who knows Reinhardt. After this, you will go on to Munich, another meeting-place of the people who like music and the arts, and nothing can be gayer than a week in Munich at that time.

From there, you should go to Switzerland, because it is along the road of the most beautiful motoring in Europe, looking in on Saint Moritz en route, and then to Venice, or via Milan to the Riviera. But the point about a motoring trip is that, if you have no definite schedule and do not have to be at any place on a certain date, you have all the fun of being a gipsy and wasting your time in your own way.

As to money and the cost of living (I can hear you ask *that* question), whether you settle down in a villa at Le Touquet or Biarritz; or live in a hotel on the Riviera or Venice, taking a motor-boat (which you will certainly do if you go there); or go all over Europe in a car, with a maid or valet following by the train with the luggage (which is the only comfortable way to travel by motor), it all comes to about the same in the end. Even the Venetian palace is not beyond realization, for you must remember that, although palaces in that part of the world look magnificent, everybody lives in them—so why not you, too? "HIM"

ANSWERS TO CORRESPONDENTS

ANY reader can obtain from Vogue Information Service answers to questions on social conventions, customs, entertaining, and matters of etiquette; on costume and fashion; on household decoration; on shops and wholesale houses dealing in merchandise of interest to Vogue readers; and on other subjects that fall within the scope of this magazine.

RULES FOR CORRESPONDENTS

(1) The name and address must be legibly written or printed at the be-

ginning or at the end of every letter.

(2) In order to answer all inquiries promptly, Vogue suggests that as few questions as possible be asked in any one letter; a reply may be delayed because of the totally unrelated questions contained in a letter, any one of which may require a considerable amount of research to answer adequately.

(3) Unless especially requested to keep a reply confidential, Vogue is privileged to publish any inquiry and answer that it considers of interest to its readers.

Won't you accept this gift?

Special

ZIP—IT'S OFF because IT'S OUT	Former Value \$5.00
CRÈME—Massage—Cleansing—Tissue . . . "	.60
AB-SCENT Cream Deodorant25
	<u>\$5.85</u>

Former Value ~~\$5.85~~ *Special* **\$1.00**

ACTUALLY DESTROYS SUPERFLUOUS HAIR

I take great pleasure in making you this offer at \$1.00
Madame Berthé
 SPECIALIST

AB-SCENT CREAM DEODORANT

ZIP IT'S OFF because IT'S OUT

ZIP CREME MASSAGE CLEANSING TISSUE BUILDING

TODAY, . . . ZIP is the only Epilator available for actually destroying hair growths by removing the cause. Tested over a period of twenty years, ZIP solves a difficult problem and has been used by hundreds of thousands of women.

PERMANENT

So simple . . . quick . . . pleasant . . . safe . . . fragrant. ZIP leaves no trace of hair above the skin . . . no prickly stubble later on . . . no dark shadow under the skin. . . . That is why so many stage and screen stars as well as Beauty Specialists recommend ZIP for face, arms, legs and underarms.

AND NOW MY GIFT TO YOU

In addition to the full size package of ZIP (for which thousands of women paid \$5.00) you also receive two other products—all for \$1.00! One is a full size container of my Massage, Cleansing and Tissue Building Crème, a most superior crème used by women everywhere, including many of the fastidious patrons calling at my Fifth Avenue Salon. The other is a large tube of AB-SCENT Cream Deodorant, the greaseless and effective agent for overcoming the problem of perspiration. See page opposite.

Madame Berthé
SPECIALIST

562 FIFTH AVENUE, NEW YORK

Remember, all these (at a former price of \$5.85) for \$1.00. For a short time only. Don't delay. Go to your favorite toilet goods counter at once.

AND ALSO I offer you a safe Depilatory Cream as delightful as your choicest cold cream. Just spread my new ZiP Depilatory Cream over the hair to be removed, rinse off with water, and admire your beautiful hair-free skin.

If you have been using less improved methods, you will marvel at this white, delightfully perfumed, smooth cream, safe and mild, but

ZIP

PERFUMED DEPILATORY CREAM

extremely rapid and efficacious.

ZiP Depilatory Cream leaves no unpleasant odor. It is the most modern, instantly removes every vestige of hair, and eliminates all fear of later stubble or stimulated growths. Twice the size—half the price. . . . Giant tube 50c.

(CONTINUED FROM PAGE 49)



Hats to make a Summer

YOU'LL want a felt like BONNIE, small of crown, subtle in line, for the innumerable train and motor trips that keep cropping up. You'll certainly want a Ballibuntl like the PATRICIAN, for spectator sports. The pique flower is a unique touch. There's a Stetson hat for every summer mood. And you can be sure it will combine expert design with skilful craftsmanship in such a way as to assure distinction.

JOHN B. STETSON COMPANY

358 Fifth Avenue, New York



slide fastener across the top, finished with a large silver ball by means of which you do the necessary pulling. This slide fastener is very thin and delicate and flexible, and it slips along as easily as can be. The bag is made in every colour you can think up. I saw it in bright red, which was very gay and put me in mind of sunburned blond infants of seventeen or so, who would adore this bag in ye good olde summer-time.

• You know the way I feel about Jessie Franklin Turner. I mean, if you want to look like a cute little gal, there are plenty of shops on Fourteenth Street to help you do it, and, if you want to look like an adventuress, there are places to get that way, too, but, if you want to look like the daughter of a hundred earls, there is a perfect place to go—and that is the above-mentioned J. F. T. Just to give you an idea of the kind of thing this shop will sell you, let me list the following. A straight tea-gown of white chiffon, which is brocaded in wavy gold and silver lines up and down. This has a short train and long sleeves and a twisted gold girdle. Then, I saw a long, close sheath of absinthe coloured satin, which wraps around the figure and has a bow on the hip of bright, dark green, continuing down into an enclosed panel in the back, ending in a flaring train. Another such wrapped tea-gown (the wrapped look is becoming in a very Vere de Vere way) is made of aquamarine satin and closes in front, the closing lines being piped with strips of satin in red, yellow, and green. These lines continue down and finally emerge somewhere around the knees in flaring pleats. Another enchanting white chiffon tea-gown has embossed leaves brocaded all over it, big ones, and a medium-length train, while the sleeves are immensely full and immensely long and are made of plain white chiffon.

These are all tea-gowns, and tea-gowns are what this house specializes in, but there are, also, some extremely well-handled pyjamas, besides dresses of an indoor, afternoon type that are very nice indeed. This shop is making a good deal of the hand-painted materials shown in such dresses as these. I should also tell you of an afternoon dress that is the quintessence of restrained good taste. It is straight and simple, made of satin. The very top is flesh coloured, the middle section is white, and the skirt is black. The dress wraps around you in that wonderful way I have already described. So, you see.

• Sada Sacks is a dynamic little shop on Madison Avenue, within which things move with a sort of *wham*. You sense that things are being bought and sold almost before you could say Jack Robinson. The things here for the merry month of June are lovely. There is, for instance, a little pink satin dress with a brown monogram, and a pink wool coat that is all hand-drawn in plaid lines, and a pink crêpe scarf. And a white crêpe dress with a white wool coat and a scarf and a belt in brown. Those rather dressy "spectator sports" things are done exceptionally well.

Among the things for evening. I liked a severely simple ivory rough crêpe dress with a high neck in front and practically nothing at all behind, with green leaves and great, big, ragged purple chrysanthemums at the hip. There are, also, printed chiffons, done particularly well. Many have jackets to match, but what I think are particularly smart are those with plain jackets. This shop was the first to make ermine leis, mounted on a piece of crêpe and looking for all the world like a sling. These are lovely and casual for summer evenings.

• Abercrombie and Fitch, whose ear is perpetually pressed to the ground for rumours of new ideas, raised its head for a moment last week to tell me something. It is that Harris tweeds are being used for curtains and furniture coverings in lots of big country houses in England. They are especially being used for libraries, billiard rooms, smoking rooms, and such like hearty parts of the house, and, in the words of Messrs. Abercrombie and Fitch, "lend themselves to the framing of small mullion and lattice windows." Got a small mullion window? My advice to you is quickly to frame it in Harris tweed and show you get around. Harris tweed, to continue with this message from the Burning Bush of Madison Avenue, will never wear out, and (their words, remember) its characteristic odour imparts a very fitting fragrance to the rooms of a country house.

Abercrombie and Fitch carry about forty different patterns of this tweed, beautiful and rough and sweet-smelling and in soft, heathery colours, and they cost about three dollars a yard, twenty-eight inches wide. I saw a chair upholstered in a Harris tweed with conspicuous cross-barring, and it really had a quality, a texture, that was nicer than anything I ever saw. The man who was showing it to me said, "We also have tweeds in women's colours, of course." That kind of fascinated me, and so I asked what in this whole wide world a woman's colour might be, and it seems that a woman's colour is a light, clear, pretty colour, the quiet, reserved neutral shades being reserved to the category of "men's colours." Now, how can you get a single standard in a country where they talk about "women's colours"? But that is beside the point, and you are merely to remember that I told you you could get all sorts of tweeds by the yard at Abercrombie's. Just go and buy Harris tweed curtains for your mullion window. Or, as a matter of fact, you would do well to have sofa covers made of Scotch tartan plaids, of which there are plenty here at this shop.

• Saks-Fifth Avenue is strutting and swelling about some specially made playing-cards. You can't get them anywhere else. They have backs that are ornamented with a couple of cats engaged in decorative fighting. When I think of some of the female bridge games I have looked on at, and the remarks that were spat forth, I feel that these cards are singularly well adapted for their purpose. I would advise you ladies to lay in a supply of these playing- (Continued on page 86)

Beware Of Smoker's Teeth

America is rapidly becoming a nation of smokers. The pleasure that lies in cigarette, cigar or pipe entices thousands of NEW smokers daily—

And many of these smokers are beautiful young women to whom the danger of smoke-stained teeth was a vital problem. Today, however, users of BÖST TOOTH PASTE have found that they can smoke to their

heart's content and still have perfectly white teeth.

Through harmless—even beneficial ingredients, BÖST TOOTH PASTE removes and prevents ugly tobacco stains. It cleans teeth correctly, pleasantly and safely—

Try BÖST today and prove to yourself that you can really enjoy your cigarette without danger to your teeth.



BLOW TOBACCO SMOKE THROUGH YOUR HANDKERCHIEF. IT LEAVES A BROWN STAIN. COVER STAIN LIBERALLY WITH BÖST TOOTH PASTE, THEN BRUSH IT BRISKLY, AND—THE STAIN DISAPPEARS!

BÖST TOOTH PASTE

**MAKE
THIS
STARTLING
TEST!**

INTRODUCTORY OFFER

Send 10 cents for week's supply to Böst, Inc., Dept. V,
9 East 40th Street, New York

NAME _____

ADDRESS _____

MY DRUGGIST IS _____

S H O P - H O U N D

(CONTINUED FROM PAGE 84)



"HOT CHA"

The youngest Margate cuts a dash among the summer prints. We designed it around a new fabric and we've planned it in five luscious color harmonies. Here it is in black and white with a tamale sash. Also white with green, red, brown or blue with the gayest sashes! In New York at the Tally-Ho Shop of Saks—Fifth Avenue and smart shops everywhere, only \$29.50.



ADDRESS INQUIRIES TO DAVID H. LOWENTHAL & CO., INC.
550 SEVENTH AVENUE, NEW YORK CITY, N. Y.

cards and glance at their backs during some heated moment.

• I have found what seems to me a word of hope, a whisper of the infinite, for the older and none-too-shapely woman who loves to play golf. You know how it is—that little white ball has a great lure for her, but she does look so funny in sweaters and other such golfing impedimenta that her husband or whoever she's playing with feels kind of like laughing, and she herself is kind of sensitive about her bulges. What's to be done? Well, there's a shop called The Golf Girl, which is by way of specializing in doing something about the bulgy woman. It has any number of simple, nice golf things—sweaters, skirts, and cardigans—, which can be made up to order in any colour and to fit almost anything you can imagine, in any material.

For instance, there are some very good sweaters and sweater-suits in black or black-and-white for the woman who's that age. Then, there is a nice grey-and-white Angora slip-over with a grey cardigan to wear over it, and this is the sort of thing that's difficult to find. Among the less desperately conservative things (and they are by no means limited to the older woman; they do well by any woman who golfs) were a bouclé suit with a pale yellow top and a blue skirt, for under twenty dollars; and a blue skirt and cardigan of bouclé with a sweater inside, in white, with Roman stripes finishing the bottom and the ends of the scarf. There was, also, a one-piece Angora dress that fastened down the front with large pearls—very smart, and you can get it in such nice colours as green and dark red.

• I think you ought to know about a young French dressmaker on West Fifty-Seventh Street, who calls her shop "Ginette de Paris." She has that Gallic capacity for lots of brand-new ideas for clothes, on tap at any moment. She designs all her own collection, which numbers as much as sixty models, and is one of those delightful designers who, at the drop of a hat, are willing to abandon the lines of a dress and make the model something entirely different on you. Also, she has some tricks of trimming that are enough to make a jaded soul like myself weep out of pure relief at not seeing the same old things again.

For instance, she has an ensemble for late spring, which consists of a beige coat trimmed with in-and-out squiggles of narrow black braid (they haven't used that dodge since the 'Nineties) and a black skirt attached to a beige blouse inside. The beige is a lovely honey-beige. All the materials used here are extra-special, and she told me that, for the most part, they were exclusive with her, as she can not bear to walk down the street and see a travesty of one of her costumes made of the same material.

One grand little costume was a yellow-and-black print dress, very thin and soft, with a black marocain coat, perfect for town in hot weather. And she has another print dress, with turquoise and pale blue maple leaves on a brown ground, which has a little short brown jacket to wear over it.

As to her evening things, they are lovely and don't look like anything else in town. A pale water-green satin frock has a peculiar diagonal-tying effect that you must see to understand, and an orange velvet ribbon falling off one shoulder down the back. And a lovely lace dress is made in chartreuse colour with brown flowers. Her most exciting evening wrap is one made of orange velvet, pale, pale orange, three-quarters length, with its wide collar and cuffs piped in inch-apart rows of black satin, which is divine.

• Probably you have noticed, while walking along Fifth Avenue, a shop-window up around Fifty-Seventh Street filled with every imaginable kind of knife, and spent a large hunk of valuable time staring in said window. It belongs to the shop of J. A. Henckels' Twin Works, an establishment in existence for two hundred years, part of them here. The "Twin" in the name refers to the trade-mark—two funny little men stamped on all their things. This establishment makes, and you are requested to hold onto the seat, eight thousand kinds of pocket-knives. As you may gather, they come from the largest cutlery factory in the world, in Germany (and if you go into the shop, the salesmen will speak ravishing Germanic English to you).

Among the things that are exciting, I might mention a little pearl jack-knife an inch long, which has twenty different blades in it. What do you think of that? A knife that would make a fine present to the gentleman of your dreams is a very flat knife of platinum, plain as plain. One great, capable-looking corkscrew has a handle that was a whole boar tusk, and I was told that that was a good boar tusk because it was so worn down in one place; if it had been an inexperienced, adolescent boar, he wouldn't have had time to wear his tusks down. There are lots of knives, hunt-knives mostly, with Damascus blades, just like those you've read about. The secret of these is that they have thin wires driven into the steel to strengthen it. I was shown, also, a silver pencil that writes in three different colours and another silver pencil that holds a yard of lead. There are quantities of lovely scissors with pearl or tortoise-shell handles; caviar knives with pearl handles and tortoise-shell blades (ask any connoisseur about using a metal knife for caviar); sugar-tongs with a spring in them; pairs of egg-scissors; and real amber handles on carving sets. In short, or in long, it's an incredible wonderful place.





LÉON DE VOS

Nothing can be smarter in bathroom equipment than hamper and waste-basket that match. This duo is in white with a gold design; from Au Bain

THE GOSPELS OF BEAUTY

(CONTINUED FROM PAGE 81)

he is a lost soul. It's an old British custom, like no ice with your Scotch-and-soda. To be sure, there is a nice scrubbing sensation about a sponge, but a long-handled bath brush will go far down your back and scrub even more thoroughly. And this scrubbing of the back is a very important matter for bathing beauties. For it is on the back that even ladies with flawless skins are occasionally afflicted with blemishes, and the friction of the brush wards them off by—but do you need, by now, to be told again?—stimulating the circulation.

We usually underestimate the importance of brushes, and the perfectly equipped bathroom should really have two, unless the one is the kind into which you can insert a handle when you want it, because you need an ordinary brush to scrub the hands, elbows, shoulders, and legs. This friction on the legs will ward off the enlarged pores that so often threaten the texture of the skin, and, on the elbows and shoulder-blades, it prevents that disagreeable wrinkling and roughening. For a sensitive skin, use a softer brush, but scrub just the same. An excellent compromise between sponge and brush are mitts of fibrous texture that you can don, lather with soap, and scrub yourself with, and one beauty specialist has marvellous little cleansing bags, with soap inside, that are used to scour with, then throw away.

One of the most important features of the entire bath procedure is to lie back in it and relax when you first get in. If you want a pillow for your head, there is a new kind made of spongy rubber that will fasten any place you like on the tub by means of little suction cups. A picture of this appears in the photograph on page 90. Certainly, nothing could be more luxury-inspiring than the tub shown on page 48 and designed, it is rumoured, for an Eastern potentate visiting these shores. The seat provides a marvellous ledge on which to rest your head, as well as the rubberized satin cushion shown in the photograph. This triumph of luxury was created by George Sakier

for the Standard Sanitary Manufacturing Company.

If you like to read *en bain*, there are grand reading racks to go across your tub and hold your books, or shelves and a mirror for your make-up. Some men even like to shave in their baths, while a well-known decorator has a complete hedge of jonquils growing around the edge of her tub, but these are matters in which tastes might vary.

Once out of your tub, the thing is to get dry. This sounds a little obvious—but for dry, read thoroughly dry, and then it is something else. There is nothing worse you can do than to leave damp areas, because those are what make chapped and roughened skin. Rub yourself briskly, and have a big fleecy towel to do it with. The huge, soft ones that the better manufacturers now make double the pleasure of the procedure, while skimpy towels take all the fun away. The huge bath "sheets" that you get in France are too little known in this country, but if you equip a man's bathroom with them, he will call you blessed.

Dusting powder is the final benediction of the bath. Dusted on with a huge down puff, it gives any beauty a feeling of perfect satisfaction with herself. They are incredibly fine and fragrant, these powders, and, like the bath salts, are put up in smart boxes and jars, one huge glass jar even carrying its down puff. Some lovely bath powders are even deodorizing, and you can pay your money and pick your fragrance, because every one is there to be had, from eau de Cologne and flower scents to your favourite French perfume. If you have a lovely powder jar in your bathroom, you just dump your powder into it. Of course, nothing in the world is more utterly refreshing than eau de Cologne or toilet-water, in and of itself. Pat it on lightly after the bath, or sprinkle it in the tub, and its freshness buoys you up for hours. Another good idea is to use your eau de Cologne with the aforementioned friction mitts.

If you are a lady who becomes dry and rough (Continued on page 89)

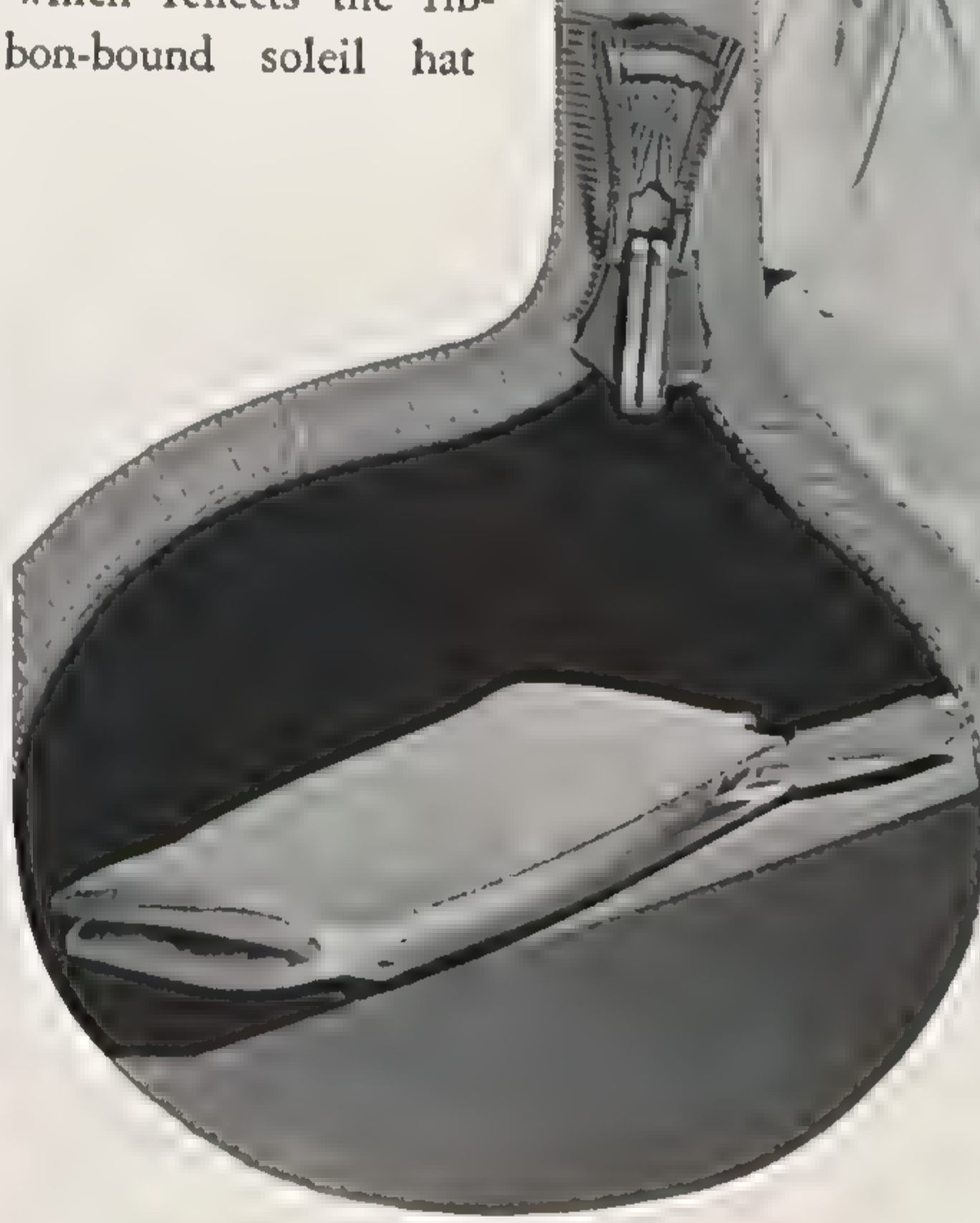
A new trick . . . the grosgrain-covered slide fastener

KOVER-ZIP is being talked about on country club porches . . . It's something very new under the summer sun . . . this slide fastener with the grosgrain-covered closing.

Its colors match your sports clothes and light dresses. Kover-Zip has made the useful familiar slide fastener a thing of beauty.

In this dress with the double cuffs the neckline and skirt fastening are the same subtle pale pink as the spun rayon fabric itself.

And in the corn-colored sports outfit it's a perfect match and a nice bit of texture accent for the ribbon closing of the soleil felt jacket which reflects the ribbon-bound soleil hat



New felt bags and lots of other accessories close with this new "zipper." Kover-Zip is stitched between each tiny tooth. It will zip 10,000 times without a sign of wear. We know. We've tested it.

Merchandise with Kover-Zip is shown at the smart stores listed below.
L. S. Donaldson Co., Minneapolis Marshall Field & Co., Chicago
Bullock's, Los Angeles Langley Shop, Cleveland
The H. & S. Pogue Co., Cincinnati Livingston Bros., Inc., San Francisco

Koh-i-noor
Kover-Zip
PATENTS PROTECTED
"You cannot see the metal"

WALDES KOH-I-NOOR, INC.
Long Island City, N. Y.



Modern Fastening Devices
World's Largest Mfrs.

FASHION SWIMS IN A PERFECT FITTING JANTZEN



If you belong to the Cult of the Sun

● You must see the new necklace tie on the Jantzen Shouldaire. This ingenious and convenient innovation enables you to drop the straps for an even coat of shoulder tan with perfect modesty. The perfect fitting Shouldaire clings to the shoulders, clings to the back, fitting as do all Jantzens: smoothly, smartly, comfortably. The colors are exquisite—vivid hues, lovely pastels. Jantzen quality is the highest and prices the lowest in Jantzen history. You'll find the famous Red Diving Girl emblem on the label of every genuine Jantzen. Jantzen Knitting Mills, Portland, Ore.; Vancouver, Canada; London, England; Sydney, Australia.



JANTZEN KNITTING MILLS, (Dept. 65), Portland, Oregon

Please send me your style folder in colors, featuring 1932 models. Women's ☐ Men's ☐

Name _____

Address _____

NEW DESIGNS FOR PRACTICAL DRESSMAKING



5791

5790

WAISTCOAT No. 5791—Since suits are so important, this year, the waistcoat of piqué is a chic accessory. This double-breasted model has set-in sleeves. Designed for sizes 14 to 42

BLOUSE No. 5790 SKIRT No. 5792 Blouse in two versions: above, of satin, with lapels; right, of printed silk crêpe. Four-gored skirt. Designed for sizes 14 to 42; skirt, 26 to 36

5790
5792

INTERNATIONALIA

(CONTINUED FROM PAGE 28)

to our great pleasure. That evening was so much appreciated that Miss Maxwell is going to organize a series of private subscription concerts in her own studio.

One such gathering was at the Princesse de Polignac's; another at the Comtesse Etienne de Beaumont's. At the latter, Serge Lifar, the great dancer, listening to Ravel or Debussy, suddenly felt inspired to dance. He simply pulled off his shoes, collar, tie, and dinner-jacket, asked Germaine Tailleferre (who was Mrs. Ralph Barton) to play "*L'Après-midi d'un Faune*," jumped, barefooted on the piano, came gracefully down on the polished floor, turned, moved, danced, and returned to the piano.

Another fad, just now, is to listen to "readings." Monsieur Bourdet, author of *Le Sexe Faible*, has already read his new play to many of his friends. It is a satire on "snobisme." Poulenc, the composer, read an amusing manuscript, the other day, in Madeleine Le Chevre's drawing-room. Monsieur Patou was invited, also Antoinette Bernstein, the dramatic author's wife, and Violette Trefusis, the charming English author of *Echo*, which she chose to write in French.

Between six and eight, one drops in at some friend's house for bridge or backgammon and a cocktail party. The Princesse Jean-Louis de Faucigny-Lucinge recently gave one of the best. Her new flat on the cours Albert-1^{er}

is charmingly decorated, with its copied, red-upholstered chairs ranged against the white walls. The entrance-room looks like a garden: flower-pots on little square glass shelves bracketed against the walls. Each room opens onto a terrace, with a wide, sunny view of Paris and its river and its hilly terraces and roof-gardens.

The latest evening news as to fashions includes high, fitted Directoire waist-lines and crisscrossed décolletages, with twining attached scarfs, now hiding the back, now showing it. Madame Lelong has a dress with a twisted décolletage, very restrained in spirit and very elegant; it is made of that heavy, crisp white crêpe. Wool-like materials are increasingly important for evening; so is real wool, also piqué in white or bright colours. Five or six of the smartest women in Paris have ordered the pale pink pleated evening dress of Augustabernard, and the Comtesse de Cossé Brissac and the Marquise de Paris are wearing it already. This was shown in Vogue of April 15.

Evening gloves are classic, but they are pulled off as you walk into the drawing-room, unless they happen to chime in with the whole composition. The Comtesse de Beauchamp, lovely in her green-and-white Vionnet dress, kept on her heavy white elbow-length gauntlets all through the evening.

Coiffures are a difficulty; most curls, if long and (Continued on page 95)

THE GOSPELS OF BEAUTY

(CONTINUED FROM PAGE 87)

in spots, after the bath is the time to put a softening lotion on such points as elbows and knees. And, if you are afflicted with a seriously dry skin, the kind that cracks and chafes in winter, there is a soothing oil made especially for you. Smooth it over your entire body, rubbing it in gently, before you get in the tub and enough will get worked into the skin to do a marvellous job of softening. In the salon that originated this, it is heated and put on elbows, arms, faces, and necks. And, of course, during the bath hour is the very time to put on emollient creams and tissue creams.

If you haven't a dressing-table in your bathroom, a satisfactory solution is a simple table with mirror-glass shelves, such a one as you see in the photograph on page 90. You can put the more utilitarian bottles away in the medicine cabinet and keep everything else on the table. There are smart bottles of every type and size

around town, and some suggestions are shown in these photographs. The four red bottles with their practical labels that fit into one tray are excellent for the country bathroom, and the set shown on page 90 is made especially for a man's bath dressing-room. It is in brown, to go in a pink-and-brown bathroom, designed by Au Bain, that pleasant new shop in New York that will outfit your bathroom completely. A joyous innovation is the holder for cleansing tissues made of mirror-glass, also shown on page 90. You fill it, hang it up on the wall, and pull the tissues out, one after another.

• Upon receipt of a stamped, self-addressed envelope, *Vogue* will be delighted to give you the names of the preparations and treatments mentioned in the article, which are adapted to your individual requirements and the addresses where they may be obtained. Address *Vogue's Beauty Editor*.

THE MOON VERSUS MR. WENDEL

(CONTINUED FROM PAGE 35)

step into a room flooded with sunshine—sunshine streaming in the windows and lying in patches on the floor. The lighting, set in the windows, is so ingeniously concealed that it is practically impossible to guess where it can be—and the most perfect illusion is created. You can turn the light down to a soft glow or increase it to blazing sunlight, as you wish. More sunlight shines through the tremendous window on the stairs. The paintings are lit by optical reflectors concealed here and there, in the woodwork of the rooms, the light radiating through little holes no bigger than your thumb and shining directly on the object that is to stand out. There is not a single appliqué in the house. All the chandeliers are wired with tiny reflectors concealed in the glass parts, which throw the light upwards onto the dangling glass prisms.

The miracles that take place in these new houses are astounding. In the glassed-in patio at Harold Vanderbilt's, where bridge is played on rainy days, the sheets of plate glass are so invisible that you are always walking into them. You can't tell except by the draught on the back of your neck, where there is glass and where there isn't. The Joseph Wideners's have tremendous plate-glass windows in their new Palm Beach house, which are worked by motors and sink right down into the floor before your eyes. They are invisible, too, and an attempt at Alice-through-the-Looking-Glass adventure brought the Wideners's new footman to the hospital evincing bloody antipathy to modernity. Their gardens, also magnificently lighted, have radios concealed somewhere near the trees, and, when you are walking there in the evening, you may suddenly hear a Viennese waltz from a nightclub in New York, coming apparently from the very heart of the tree.

The Harry Du Ponts's have a radio on the ninth tee of their private golf course. Mrs. Loew can press a button by her bed in the middle of the night,

if she feels chilly, and lie there and watch her windows silently close, a process which is simply amazing to witness. You press the button, feeling as if you are opening a fair in Los Angeles—the hushed grumble of the motor begins to sound, and there, way across the big bedroom, the window, untouched by human hands, slowly lifts or falls. Mr. Baker, Mrs. Loew's brother, has the family passion for interesting gadgets. He had sunlight installed in his house some time ago. He was the first person to have his telephone closet wired so that the light would go on as he sat down in a chair. His yacht is full of all sorts of amusing contrivances, and, out at his house in the country, there are little swinging dog doors, next to the big doors, so that the dogs can come and go, an idea which entrances those who have been accustomed to spend the greater part of their week-ends getting up from the bridge table when they are dummy, to let the dogs out.

It is the age of miracles. Nothing short of miracles content us. We no longer want to be bothered dragging out bridge lamps in the evening. We want our bridge tables spot-lit by movable lights from above, so that only the table is lighted, as Wendel has done at Mrs. James Burden's. We want to be able to open or close our bedroom windows at four in the morning, by merely pressing a button. We want the beautiful bindings in our libraries illumined from a mouse-hole in a cornice of the room. We want to have chandeliers wired with those infinitesimal reflectors, so that the house will have a soft, even light and every one look ten years younger. We want concealed reflectors lighting bowls of flowers in the summer. But, most of all, we want to have artificial moonlight shimmering in our gardens, making the old natural glamour system look about as glamorous as a Sunday School picnic.

"That is libel," a lawyer tells us. "Vogue can't print it. Why you could be sued by the Man in the Moon."

Why I changed to Marlboros

CAN YOU WRITE A BETTER ADVERTISEMENT?

- 1 Mild as May, by nature, not treatment.
- 2 Marlboro's choice tobaccos leave a cleaner feeling in your mouth, no nicotine aftertaste. No cloying odor in clothes or hangings.
- 3 Marlboros need no trick wrappers. Packed in extra heavy foil. Always fresh and fragrant.
- 4 The cigarette of distinction. Choice of smart women. And successful men.
- 5 Ivory Tips protect torn, chapped or rouge-roughened lips. Avoid dangerous infection.
- 6 Packed tips down, by machine. No fingers...not even your own...can soil their surgical cleanliness.
- 7 55% more safety and enjoyment at only 5 cents more in cost (U. S. tax of 6 cents is the same on cheap cigarettes as on Marlboro!)
- 8 Where other cigarettes tear unmoistened lips, leaving them raw and painful, Ivory Tips are smooth, cool and refreshing.
- 9 Marlboros are full, firm and round. No loose tobacco on your tongue or lips.
- 10 The Ivory Tip gives you a fresh, new cigarette holder with every smoke. Rests lightly on the lips.

PRIZE-WINNING ORDER IN RECENT JUDGE-FOR-YOURSELF CONTEST

Philip Morris takes pleasure in acknowledging the popular response in previous years by offering in 1932 the third Marlboro Contest for Amateur Copy Writers.

\$500 Cash (100 PRIZES)

Better cigarettes come back into fashion. Marlboros gained in 1931. Again in 1932, Marlboros forge ahead. Again we invite some of those who have graduated... progressed... to Marlboros to tell why, in their own words. Small prizes are offered merely to spur the sport of the contest.

No cost to enter this contest. No strings. No conditions. Write us in your own words the reason why you graduated to Marlboros.

* DOUBLE PRIZES

to Marlboro smokers. Anyone is eligible to win any prize. We suggest, of course, that you smoke a fresh pack of Marlboros before writing as an inspiration. And, as a reminder of Marlboro excellence. As a special reward for this extra courtesy we offer in each and every case to double any cash prize when, as, and if, the winning answer is written on, or accompanied separately and individually by, the front wrapper from a package of Marlboros.

100 PRIZES

FIRST PRIZE	\$100*
SECOND PRIZE	\$75*
THIRD PRIZE	\$50*
FOURTH PRIZE	\$25*
5th to 19th PRIZES	\$10*
20th to 39th PRIZES	\$5*
40th to 100th PRIZES	

A Special Library Package of 100 Marlboro Ivory Tips

WINNERS

Selected winners may be widely published in magazines and newspapers. No fees or payments beyond prizes. However, we regret we cannot return entries, nor undertake correspondence.

SEND AS MANY

entries as you wish. Each will be considered separately, solely on its own merit. And not over 80 words, please. Brevity is most important. Rough layout, if desired, but unimportant. In case of any ties, duplicate prizes will be awarded.

JUDGES

R. M. Ellis, L. B. McKitterick and M. J. Sheridan, of Philip Morris & Co., and K. M. Goode, Advertising advisor, will be judges. Their decision final.

CLOSING DATE

Contest closes midnight, Saturday, September 17, 1932. Address Philip Morris & Co., Dept. 4 — 121 Fifth Avenue, New York City.

MARLBORO

PLAIN or IVORY TIPPED

America's finest cigarette

Brighter Eyes..A Lovelier Face..Prettier Arms..



Fortunate you, when your search for loveliness leads you to Marie Earle's new Salon! Above, the Salon Intime for consultations.

Serenity embraces you as you sink into this cushioned chair! Each of Marie Earle's treatment salons boasts just such a welcome.

THESE days the pursuit of charm brings the exquisite woman either to Marie Earle's new Salon, or to the toilet goods counter in smart shops for Marie Earle Creams and Cosmetics. If you have a problem that stands between you and beauty—from a simple query like: "What make-up colors should I use?" to a more weighty question, such as: "How can you clear my skin and help me to a good complexion?"—drop in for a consultation with a member of Marie Earle's expert staff. Several new services have been added: A very restful *Eye Treatment*; particular *Care of the Arms* against a sleeveless Summer season; and choice new Marie Earle creations are now ready: *Eye Cream*—\$1.50; *Eye Wash*—\$1.50; and *Hand Lotion*—\$1. These, with the famous *Marie Earle Essential Cream*—\$1.90—\$3.50—are available at the better shops.

714 Fifth Avenue, New York.

Marie Earle



A SUMMER FOURSOME CUT FOR CHIC



COAT No. 6030—A fitted coat of dull rough crêpe, with a yoke cut to broaden the shoulders and slight fulness at the elbows. Designed for sizes 32 to 42

JUMPER FROCK No. 6023—Add a checked gingham guimpe to a rough cotton dress for chic. The sleeves may be long or short. Designed for sizes 32 to 40

JACKET No. 6026 SKIRT No. 5895 Of a soft, coarse woollen. Collar with revers also included. The skirt is designed for sizes 26 to 34; jacket, sizes 12 to 40



FROCK No. 6024—The sleeves with their just-below-the-elbow flare are optional on this canton crêpe dress with wide lapels. It is designed for sizes 34 to 46

DESIGNS FOR PRACTICAL DRESSMAKING



ANITA PAGE

Metro-Goldwyn-Mayer player, caught by the camera in happy mermaid mood at her California Beach Club. Miss Page has done notable work under the M-G-M banner—including a recent role in "Prosperity" with Marie Dressler. She has also scored in "Night Court" and "Are You Listenin'?"—two big M-G-M successes.

The "catch" of the season... the "flying fish" swim suit—

Symbol of speed, grace and beauty, in the water and out, The Flying Fish is the "water-mark" of Catalina Swim Suits. Suits so uncommon, so refreshingly smart, that the stars of the screen choose them for their very own! ★ Pictured here, for instance, is a model that is creating a ripple the nation over...the Catalina Uni-Skirt with Brassiere and Adjusto-Back. Daring yet "good taste"—it is the *only* brassiere suit that holds the bust in place, but has no straps in back to mar an even tan. Moreover, this bare-back is *adjustable*; fits just as well *after* your first dip as *before*. ★ At six dollars this Catalina creation is the smart-and-thrifty way to bathe in sun and sea this year! Fashioned by hand! Knit to fit! There's a Catalina at your dealer's that will just suit you! Made by Pacific Knitting Mills, 443 South San Pedro St., Los Angeles.



Adrian, Hollywood's style-genius, says:
"In selecting swim suits for Metro-Goldwyn-Mayer stars we make it a practice to choose the colors in which they look best in their street clothes. Then we accentuate this color several shades. Moreover, we 'play to' their skin tones rather than their hair."

CATALINA SWIM SUITS

ENJOY
the Allure of
HAIR-FREE SKIN



New Better Way Removes Hair in 2 to 3 minutes

EASIER than ever before you can now remove superfluous hair from arms, under-arms and legs. Delatone—the white cream hair-remover—shortens the time needed. No razor risk. Bristly stubble is delayed remarkably. Does not encourage regrowth. Leaves skin soft and smooth.

Mildly fragrant, Delatone Cream does not have the strong odor of ordinary depilatories. Economical, too—only a thin application is necessary. Millions of women have used and recommend Delatone. It is the quality depilatory. Made of finest ingredients by a patented formula, owned and used exclusively by us. Avoid substitutes—ask for and insist on having—

DELATONE

The White Cream Hair-remover

Big economy tubes, 50c and \$1. Delatone Powder, \$1 jars only. At drug and department stores. Or sent prepaid upon receipt of price.

Nul Deodorant—Cream or Powder, nullifies body odors; relieves perspiration—35c. Sample of either free on request.

Satisfaction guaranteed, or money refunded. Write Mildred Hadley, The Delatone Company (Est. 1908), Dept. 186, 233 E. Ontario St., Chicago, Ill.

Mildred Hadley, The Delatone Company
Dept. 186, Delatone Bldg., 233 E. Ontario St., Chicago, Ill.
Please send me absolutely free in plain wrapper generous trial tube of Delatone Cream.
My name.....
Street.....
City.....
My dealer.....



POUDREUSES IN SUMMER DRESS

WELL now, here it is time to unbolt the country house, ring up fresh chintzes, and get the up-stairs and down-stairs and especially all the guests' chambers into their summer dress. Something that will put new life into any country guest-room is the dressing-table shown above. Its colour scheme is that appetizing combination of pink and red that somehow strikes modern eyes as the smartest thing extant. The skirt is of pink glazed chintz sprinkled over with leaves and bound and festooned with glazed chintz. If you look closely, you can pick out a microscopic pincushion carried out in the same colour scheme. The fact that this dressing-table by itself costs under \$16 is something else to recommend it. Agnes Foster Wright's Chintz Shop is the place to go for it—a good place, by the way, to go if you're doing or thinking of doing over

either your country or town place.

The thing to notice especially on the dressing-table below are the little lights on each side of the mirror. No ordinary lights these, they are hinged in some mysterious manner to the back of the mirror so that you can shove them up or down or swing them sideways at any angle until you get just the right degree of light when you apply your make-up. Any one who has struggled with make-up under a poor light will rhapsodize over this. The shades are covered with stretched white taffeta, and the skirt of the dressing-table is of white taffeta with inserted panels of white damask and blue velvet trimming. Cords finished with glistening crystal balls are smart fastenings, and the small vases of lilies-of-the-valley are the crowning touch. This poudreuse, too, is from Agnes Foster Wright's Chintz Shop.



G. W. HARTING



The last words of Cleo, Nap and Samson

When Cleopatra took the asp,
She sobbed, "I've only one regret.
That ere I gasped my final gasp,
I did not smoke this Cigarette."

From Elba's rock, Nap made this crack:
"It ain't the jail that aggravatès,
It's being here without my pack,
Of Listerine's cool Cigarettes."

When Samson, Gaza did destroy
It was because he surged with spleen
At never having known the joy
Of Cigarettes by Listerine.

On account of the day being hot, and the life of a copywriter what it is, we thought that just for fun we would move back the history of Listerine Cigarettes as many centuries as possible.

It's a kind of nutty scheme to get you to think about these unusual cigarettes for just a second, while we deftly slip in the brisk invitation to try them—followed by this simple, declarative phrase: They're swell cigarettes.

Don't go home and cry in your beer if you've never heard of Listerine Cigarettes. Most people haven't. But those who have tried them are sticking to them. Such admirers now number half a million people, or more. They're sold on them.

We don't know how loyal you are to the familiar brands of cigarettes of the anti-coughing, harsh irritant, and kissable school, but if you want a nice change, try Listerine Cigarettes. They're so cool, so refreshing, so satisfying—like no other cigarette you ever smoked. They're made delightful by the addition of certain Listerine essences to an already bland blend of mellowed domestic and foreign tobaccos.

Ask your nearest dealer for them. If he hasn't them in stock, he'll be glad to order them for you. Lambert Pharmacal Company, St. Louis, Mo.

LISTERINE CIGARETTES

CELLOPHANE
WRAPPED



20
for
20¢

How To Order Vogue Patterns By Mail

Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., or from 1196 The Merchandise Mart, Chicago, Ill., or 523 Mission Street, San Francisco, California. In Canada, 70 Bond Street, Toronto, Ontario.

Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

Vogue does not make provision for charge accounts or C.O.D. delivery. When ordering please enclose cheque, money order or stamps. Remittances should be made out to the store or office from which you order.

Prices of Vogue Patterns

3272	\$.25
327325
327425
327525
S3576	1.00
S3577	1.00
S3578	1.00
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603375



LITTLE DETAILS MAKE A MIGHTY DIFFERENCE

So many details contribute to the smooth running of a household—details that seem trifling when they are well-ordered—details that seem tremendous when they have been overlooked.

That's why it is important to have them accurate . . . whether your establishment requires a whole platoon of servants marshalled by the perfect butler or is confined to the services of a single maid. That's why the editors of Vogue have taken such pains in creating Vogue's Book of Smart Service, a book that carefully covers the duties, demeanor, and dress of servants . . . correct service for breakfast trays, and luncheon, tea, and dinner tables . . . and diagrams of silver and china for every course from the oysters to the finger bowl . . . correct forms for letters of recommendation, and for written orders to servants . . . hints on the care and cleaning of silver.

Perhaps you would like several copies—one for your own reference, and one for each of your servants. The price is but one dollar the copy.

VOGUE'S BOOK OF SMART SERVICE

90 PAGES • ILLUSTRATED • \$1 POSTPAID

VOGUE, 420 Lexington Ave., New York City

Enclosed find \$_____ for _____ copies of Vogue's Book of Smart Service. (\$1 per copy.)

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SPORTOCASINS FOR SMART WOMEN



Allsports Moccasin
Ghillie Tie—Smoked Elk
Natural Leather Heel
Cellulite Sport Sole.

THERE'S a reason why Sportocasins for active sports wear are always the choice of well dressed women everywhere. They are *Genuine Moccasins*, not only the most comfortable but also the most practical of all active sports footwear.

Whether you have on the Ghillie Tie illustrated above, the famous spiked sole Sportocasin for serious golf or any of the many other Abbott genuine sport moccasins, you may be sure that your feet are correctly as well as comfortably dressed. Sportocasin models \$9.00 up—Allsports models \$6.50 up.

The famous Sportocasin for serious golf in brown and white or black and white French Veal, spiked leather soles.



Sportocasins for women may be purchased at the following stores:

- NEW YORK CITY**
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Abercrombie & Fitch Co.
- NEW JERSEY**
Newark, L. Bamberger & Co.
- MASSACHUSETTS**
Boston, Horace Partridge, Camp Supplies
Quincy, Moorhead's
Springfield, Albert Stelger
Wellesley, E. A. Davis
- CALIFORNIA**
Los Angeles, Bullock's
Sacramento, Lavenson's
- COLORADO**
Boulder, D. F. Godfrey
Estes Park, D. F. Godfrey
- CONNECTICUT**
Bridgeport, Dworkin's Bootery
Hartford, James Lawrence & Son
New Haven, Edw. Malley Co., Sport Shop
New Britain, Sloan Bros.
Willimantic, Brick-Sullivan Co.
Greenwich, Favorite Shoe Store
- GEORGIA**
Augusta, Saxon-Cullum
- ILLINOIS**
Chicago, V. L. & A.
- MARYLAND**
Baltimore, Stewart & Co.
- MICHIGAN**
Ann Arbor, Goodyear & Co.
- MISSOURI**
St. Louis, Famous Barr Co.
- OHIO**
Columbus, Monett & Co.
- PENNSYLVANIA**
Allentown, Wetherhold & Metzger
- WASHINGTON**
Spokane, The Sport Shop

The name of your nearest dealer and style booklet will be sent FREE on request. Write for it today.

THE ABBOTT COMPANY
65 Elm St. Yarmouth, Me.



The FLORSHEIM Shoe

A dashing Spectator Sports Shoe—as comfortable as it is smart—and so easy on your purse for such beautiful, long wearing shoes. The Darby, Style L-12

THE FLORSHEIM SHOE COMPANY, Manufacturers, CHICAGO

\$8⁵⁰ to \$10

FEETURE ARCH STYLES \$10

The Young Moderns have a Name for it

it's **SCANTIES**
by Model

The less you wear, the more stylish you are—Scanties and a dress, that's all. Eight scant ounces of whispyness with a firmness that molds the figure into a smooth unbroken line, and accentuates every graceful curve. For summer coolness, for freedom, be sure you are buying the only original and genuine Scanties.

Style illustrated 625 of Skinner's Satin, pink, white and peach, \$10.50 at all leading stores.

Model Brassière Co.

EMPIRE STATE BUILDING
Fifth Avenue at 34th Street, New York
E. & S. Currie, Ltd., Toronto, Canada

Look for
this Tag!

This
is the
ORIGINAL
and
ONLY GENUINE
SCANTIES
by Model

IT'S ON PAGE

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Packard <i>Facing</i> 80	Waldes Koh-i-noor Fasteners 87
Studebaker 71	
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While every precaution is taken to insure accuracy, we cannot guarantee against the possibility of an occasional change or omission in the preparation of this index

ADVANCE TRADE EDITION OF VOGUE

A SPECIAL SECTION FOR MERCHANTS

The purpose of the Trade Edition of Vogue is to summarize all the information contained in the magazine in brief and practical terms.

It also anticipates, with advance news and illustrations, trends that will affect the merchandising of future fashions. This material will not reach the public until succeeding issues of the magazine.

THOSE ELIGIBLE FOR TRADE SUBSCRIPTIONS

Retailers, manufacturers, and advertising executives are entitled to receive the Trade Edition of Vogue if their subscriptions are placed direct with the publisher—not through any agent or agency.

Trade subscribers are also invited to consult us, either in person or by letter, on questions of fashion, merchandising and promotion. For information write Vogue Editorial Service Bureau, 420 Lexington Ave., New York City.

JUNE 1, 1932

FASHION POINTS

Display cards for stores who want them

*The quotations marked with an asterisk below have been reproduced on attractive "Vogue Says" display cards, suitable for either window or departmental displays. Stores desiring these cards may have them on request without charge. Address Vogue Editorial Service Bureau, 420 Lexington Ave., N. Y. C.

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For the bathing suit and beachwear buyer:

Vogue says: "No one will give up the terry-cloth beach robe."

*Vogue says: "The famous overall-strap back will confront you on all smart beaches this summer."

Vogue says: "Newer than beach pyjamas is the beach suit—worn over your bathing-suit."

For the evening dress buyer:

*Vogue says: "The newest, smartest dress for summer evenings is made of stuff that can go into the tub."

For the shoe buyer:

Vogue says: "All-white buck pumps, perforated, are about the best buy if you want only one pair of summer shoes, because they go well with everything."

For the fabric buyer:

Vogue says: "Of all the cotton crop, crisp black piqué seems the most citified."

*Vogue says: "Cottons are coming to town."

For the sportswear buyer:

Vogue says: "You can't have too many separate jackets to slip over your sports frocks."

Vogue says: "Tailored, mannish suits, but made of light coloured linens or cottons, will be all over the place, this summer."

*Vogue says: "A tweed top-coat is a summer indispensable."

Vogue says: "The newest summer sports coats are three-quarter length swagger coats."

LATEST RIVIERA CABLE

Evening Fabrics

EVENING USUALLY SUPPLE HEAVY CREPES, ALSO IMPORTANT RETURN SOFTER, SHINY VELVETS. STOP BUT NEWEST IS RETURNED USE CRISP FABRICS AS TAFFETAS, FAILLES, ALWAYS DULL. STOP BRILLIANT SURFACES INTRODUCED IN EMBROIDERY OR STUNNING PAILLETTE WINGS ON TAFFETA IN HIGH THROATED BERTHA CAPES OF LANVIN. STOP EXPECT CONTINUED USE WOOLLENS OR WOOL-LIKE SILKS. STOP LIGHT WEIGHT BROADCLOTH IN DARK OR LIGHT COLOURS FOR EVENING COATS. STOP BELIEVE THESE DULL CLOTH EVENING COATS IN PRACTICAL COLOUR AS HONEYBEIGE, WITH OR WITHOUT FUR, EXCELLENT ECONOMY IDEA.

Daytime Fabrics

DAY PLAIN COLOURS GENERAL BUT SOME EXCEPTIONS. STOP SCHIAPARELLI FOR MORNING USUALLY DIAGONAL STRIPES TWO SHADES IN NEUTRAL GREEN OR BROWN FOR DRESS WITH PLAIN COAT. STOP DIAGONALS ALL DIMENSIONS NOW CLASSIC. STOP BROADCLOTH IN LIGHTER WEIGHTS VERY IMPORTANT FOR DAY DRESSES, COATS, HATS. STOP FOR COAT, SUIT WOOLLENS EXPECT SMOOTH VELVETY TYPES, ALSO SOFT CASHMERE TOUCH. STOP GRANULATED WEAVES IN LIGHT AND HEAVY WEIGHTS DEVELOPING FURTHER. STOP KNITTED EFFECTS VERY POPULAR, AS PLAIN HEAVY TRICOT WEAVES FOR COATS, JERSEY FOR DRESSES AND BLOUSES. STOP THESE USUALLY SELF PATTERNED IN SMALL, CLOSE RAISED MOTIFS OR RAISED DIAGONAL STRIPES. STOP ONLY DULL SILKS DAY, OFTEN HEAVY WOOL-LIKE. STOP MANY HAVE CREPON OR VERY CREPEY SURFACES. STOP SOME FLAT CORDUROY SILKS RESEMBLE WOOLLENS.

Evening Colours

EVENING, NEWEST COLOURS AZALEA PINK, VERY FLATTERING; ALSO ROSY BEIGE, ALSO VIOLENE, A DULL BLUISH MAHOGANY RED. STOP GAY COLOURS BEST. STOP RED VELVET FOR DRESSES GOOD. STOP BLACK STILL DISTINGUISHED, ALSO SOME GREY. STOP EXCELLENT RESTRAINED USE SMALL MATCHING, CONTRASTING FRINGE TRIMMINGS, EDGINGS MAINBOCHER. STOP MAINBOCHER ALSO SHOWS INTERESTING PICASSO COLOUR COMBINATIONS AS ROYAL BLUE FRONT WITH WHITE SIDE PANELS AND BLACK BACK. STOP FLOWERS CONTINUE.

Day Colours

DAY, BLACK IMPORTANT. STOP ALSO BEIGE, GREY, ALSO BLACK WITH PALE BLUE. STOP BLACK WITH COLOURS REPLACING BLACKWHITE. STOP OUTSTANDING DAY FEATURE UNICOLOURED

DRESSES WITH SHARPLY CONTRASTING BELTS, BUTTONS, SCARFS. STOP MAHOGANY BROWN, MILK CHOCOLATE BROWN, WITH RED FOX; LAVENDER BLUE, ENGLISH NAVY GOOD.

Coat Colours

COAT COLOURS ALMOST ALWAYS CONTRASTING AS GREEN COAT, MILK CHOCOLATE DRESS. STOP EXPECT OVERWHELMING RETURN PARISIENNES TO BLACK AS WINTER BASIS WITH FURS, OFTEN IN SEPARATE COLLARS, GIVING COLOUR NOTE TO COATS. STOP BLACK IMPORTANT, ESPECIALLY WITH SILVER FOX OR OTHER CONTRASTING FURS AS SABLE, MARTEN, MINK, AND LESS EXPENSIVE FURS AS RACCOON, ETC. REPLACING ALL BLACK FUR TRIMMED COATS. STOP BEIGE, GREY ALSO GOOD WITH DARK FURS.

Evening Silhouette

AUTUMN EVENING MODE CHARMING GRACEFUL MIXTURE LATE EIGHTEENTH CENTURY AND DIRECTOIRE. STOP BLUEBELL SILHOUETTE FURTHER STRONGLY DEVELOPED INTO TINY, HIGHER WAISTED BODICE WITH WIDELY SWAYING SKIRTS. STOP SKIRT FULNESS STARTS SLIGHTLY BELOW DEFINITELY MARKED HIGH WAISTLINE, DESCENDING EITHER GRADUALLY INTO EXTREME WIDTH OR FALLING IN FULL FOLDS OR PLEATS FROM FINE SHIRRING AROUND WAIST ETC, GIVING VERY LONG LEGGED LOOK. STOP CENTER BODY FROM HIPBONE TO ARMPITS KEPT SMOOTH, SMALL, ALMOST PINCHED FROM WAISTLINE UP. STOP SHOULDER WIDTH ALWAYS EMPHASIZED, BEGINNING WITH SLIGHTLY SQUARED EFFECT, THROUGH SHOULDER STRAPS CUT WITH EPAULETTES OR CAPES, TO EXAGGERATED ROUNDED EFFECT THROUGH ENORMOUS PUFFED SLEEVES, REACHING EVEN TO ELBOW. STOP EVENING SLEEVES IMPORTANT. STOP HORIZONTAL BANDS, BERTHAS, FICHUS, SCARFS, DROPPED SHOULDERS ALSO USED. STOP ALSO STRONG TENDENCY TO COVER FRONT DECOLLETAGE WITH DRAPERY UP TO THROAT LEAVING BACK LOW OR VICE VERSA. STOP INSTEP LENGTH GENERAL, BUT SOME EVIDENCE LONGER SIDES OR BACK.

Day Silhouette

DAY MODE SIMPLE, BECOMING. STOP BODICE VERY SMALL, CLOSE FITTING, WITH NORMAL OR HIGH WAISTLINE ALWAYS DEFINITELY MARKED, OFTEN TO THE EXTENT OF BODICE AND SKIRT BEING TWO SEPARATE ELEMENTS IN MATERIAL, COLOUR, FIT, STOP. SKIRTS CUT SLIGHTLY CIRCULAR, HANGING STRAIGHT. STOP LENGTHS UNCHANGED.

EXAMPLES OF RECENT RETAIL ADVERTISEMENTS QUOTING VOGUE OPINIONS

THE CRESCENT
RIVERSIDE, MAIN AND WALL

White
Is Right—Morning, Noon and Night

WHITE... is the fashion of the moment that will carry through all of summer. It is a sparkling fashion that makes young women younger and older elegant more possible. White for morning, white for noon, white for evening—never loses! The Crescent carries you with a new dressing.

VOGUE
says—

White Hats—New, Exciting!
\$5 to \$15

Wait 'Til You See the Glorious Smartness of White Silks and Cottons

White... is the fashion of the moment that will carry through all of summer. It is a sparkling fashion that makes young women younger and older elegant more possible. White for morning, white for noon, white for evening—never loses! The Crescent carries you with a new dressing.

"Chic depends not on the Purse, but on the Person," says Vogue... and, may we add, on the PLACE!

Here Today...
Mlle. Manka Rubinstein

Correct...
Longer Gloves
Contrasting Handbags

Sleeveless Dresses
In the Chic Sports Manner
\$16.50

To Go With Them—Cord-Knit Jackets

White Jewelry

JOSEPH HORNE CO.

Times, Seattle, Wash. March 23, 1932

VOGUE says

WEAR APRICOT-BEIGE stockings and navy-blue gloves. They're the flattering accessory accents with aquamarine **GREEN**

PROMENADE, the color from the boulevards of Paris, is the stocking color for red. Gloves should be navy blue, with **RED**

FAWN should be the shade of your stockings, contrasted Vogue... yellow-cream the shade of your gloves with **YELLOW**

MANDARIN-PINK tulle stockings and gray-pink gloves. The loveliest accessories of all to wear with the new, pale **ORCHID-ROSE**

PUTTY-BEIGE, a subtle dawning beige is the glove color... French Grey is the stocking color to wear before dark, with **ROYAL BLUE**

FREDERICK & NELSON
4th Ave. Bldg. 4th and 5th Floors

Knits
A girl can get such cute ones here tomorrow for **\$5.95**

EASTER HOSIERY FROM 1.35
EASTER GLOVES FROM 3.50

Lacy or Waffle Knits Angoras, Jerseys
and such lovely colorings that you'll want two or three. Sizes 11, 12, 13.

First Floor

RÉSUMÉ OF THE CONTENTS OF THIS ISSUE

Sportswear. Pages 30-31. Sports and country clothes as worn by smart Parisiennes.

Page 47. Cottons for town wear must be well-cut and urbane.

Page 62. The sun-back tennis dress continues, but the dress with covered back is increasing.

Page 63. Tailored, mannish suits and top coats will be indispensable this summer.

Evening Dresses. Page 33. A lei of field flowers is a perfect finishing touch on a sprigged organdie dress.

Pages 40-41. Cotton evening dresses are big news this summer. The text solves the difficult question of what to wear with them.

Page 42. Strawberry pink and mahogany red combined.

Pages 50-51. Two chic dresses selected by two of New York's smartest women.

Beachwear. Pages 36-37. The new high-waisted swim suits.

Pages 54-55. Wrap-around skirts and dresses worn over one's bathing suit are the newest thing for beachwear, and they can be worn straight through for lunch at the country club, as well.

Dresses. Pages 38-39. The smartest summer prints have tiny geometric or floral patterns.

Accessories. Pages 46, 58-59, 64-65. The chic details of sports and town costumes.

Suits. Pages 43-44. Miss Ina Claire chooses two suits,—Mainbocher's blue striped wool with white organdie blouse for town; and Schiaparelli's multi-coloured wool jacket over a corn-yellow skirt for the country.

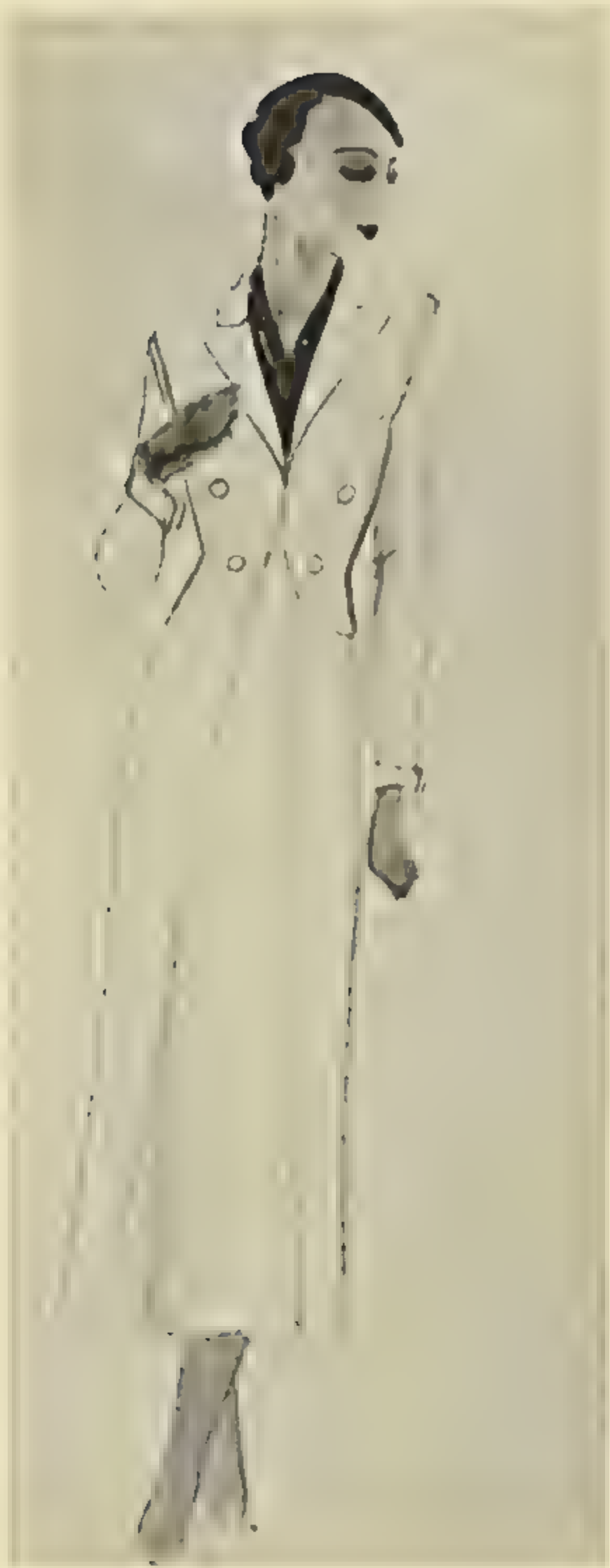
Millinery. Pages 43-44. The present version of the crocheted cap.

Pages 52-53. Panamas for country, dark hats with white accents for town.

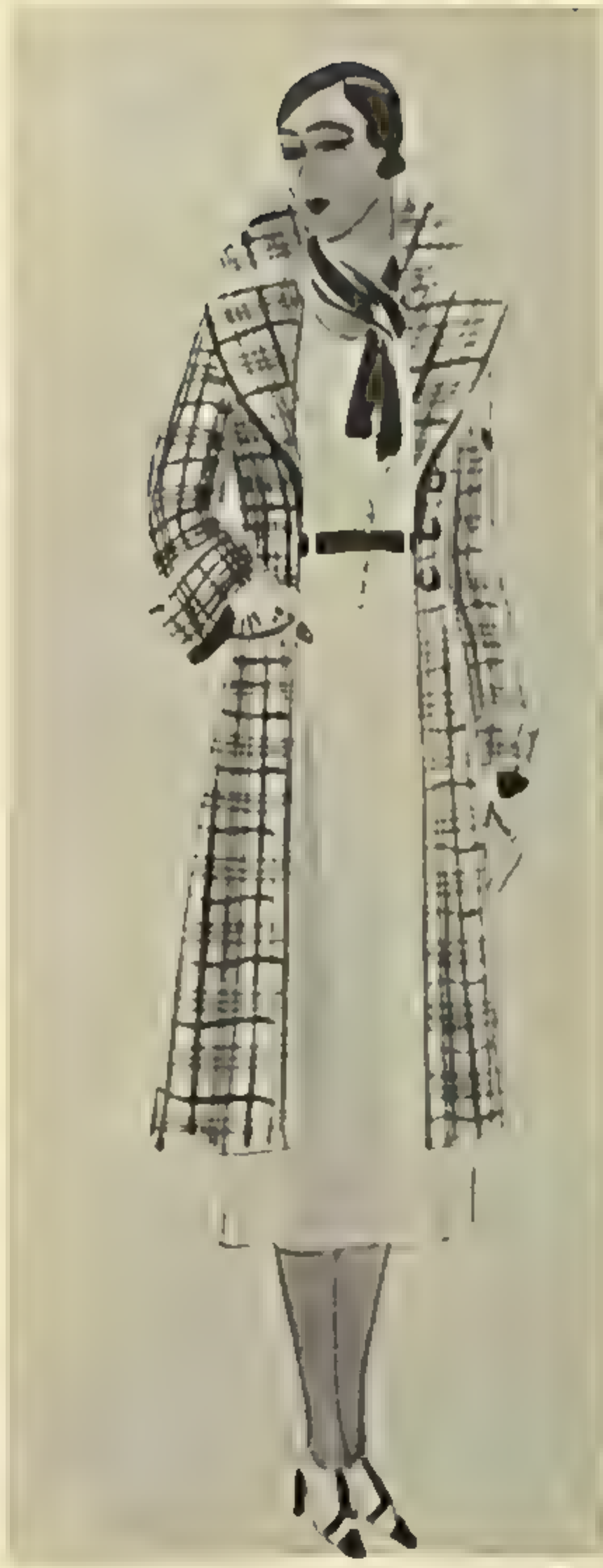
Pages 59, 65. White hats are about.

PARISCOPE

The Paris Collections always provide a wide and varied menu. But only after the smart cosmopolitan orders can we determine the true excellence of each fashion dish. These sketches from Cannes demonstrate the chic of a white linen suit; the seven-eighths length redingote; stripes worn with dots; the importance of unusual colour combinations; the ubiquitous scarf tied in new ways; the high cut Oxford; evening shoes in two colours or materials.



1



2

RIVIERA FASHIONS WHICH WILL BE REFLECTED IN THIS SUMMER'S CLOTHES

● 1. A single breasted jacket achieves a double breasted look by the use of six buttons. Suit rough white linen, beret and scarf blue, shoes all-white. 2. A redingote of seven-eighths length is single breasted and has wide lapels. English tweed in blue, grey and white. Note the blue scarf tied in a smart way, blue beret, brown-and-white shoes.

● 3. Cotton chic seen in a blue and white striped frock with abbreviated bolero. Interest centered in a huge sports handkerchief with blue coin dots. White-and-blue shoes. 4. Hyacinth blue and tomato red is an example of the effectiveness of unusual colour combinations. Here the scarf shows below the bolero. All-white shoes.

● 5. Contrast in material and colour is carried out in many new evening shoes. This pump contrasts navy blue with white. High laced Oxfords are of increasing interest. These two models in brown-and-white show this high-cut line and the straight cut continental heel. 6. A charming accessory for a white or monotone cotton or linen costume is Chanel's plaid gingham scarf in rose, blue, green and white, fastened with a plain gold bar pin.



3



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5



6



SHIRRING IS A NEW NOTE

ON SUMMER CLOTHES

1. Navy-blue all-over shirred Vaporeuse, a new Coudurier fabric. It is a semi-sheer material, slightly heavier than chiffon, but thinner than crêpe roma. The cape gives a newer silhouette than the erstwhile jacket.

2. Shirred navy-blue Vaporeuse again. The white yoke is also shirred with a cluster of white flowers in front. A brief, long-sleeved jacket slips over the dress.

3. White polka dots on a soft china blue Cheney chiffon. Bands of shirring emphasize the hip-line, the shoulders and form the body of the jacket.

4. Another polka dot chiffon in navy-blue and white from Menke Kaufman. It has been so shirred that a blurred, indistinct design results. The white mousseline front and belt are a fresh, cool touch. The matching jacket likewise carries out the shirred motif.

SUMMER CHIC FOR THE OLDER WOMAN

5. Black and white chiffon combined in this semi-demi dress with a jacket. One of those perfect quick change dresses for days that terminate in evenings in town.

6. The right type of bathing suit for the woman past forty who can not wear the prevailing skin-tight maillot. Of jersey with a separate skirt.

7. Sheer navy-blue or black with crackling white organdie and lace at the neck and cuffs is an excellent hot weather buy for town wear.

8. Jersey tucked in diagonal lines is a marvellous solution to the one-piece bathing-suit problem for older women.

9. A beach coat of this type is essential to the older woman's well-being. Ribbed white durenne cotton.



EVENING DRESSES FROM

VOGUE'S NEW PORTFOLIO

10. Three models which will appear in the New Portfolio of Smart Economies. Printed crêpe, in clear red and white, gains interest through this newly chic colour combination. The wide-at-the-top silhouette is achieved through masses of loose petals of self material on the shoulders.

11. The cotton evening dress is one of the notable highlights of the season. White cotton lace in a new, square open mesh pattern is spotted all over with quaint little dots, not unlike those one sees on candlewick bedspreads. The cotton lace flowers on the shoulders have citron green centers. Short cotton mesh gloves and green slippers are suggested.

12. The combination of satin and plain chiffon is a rising fashion. The cape—another new note—and the waist section of the bodice are pale pink satin; the skirt and top of the bodice are made of matching chiffon.



10

11

12

ADVANCE SKETCHES OF FAST SELLING SUMMER FASHIONS

Every season has its crop of fashions that are logically sure sellers because the reason for their creation is the activity for which they will be worn. It is only on these practical kinds of clothes that wise stores will concentrate this summer. Consequently we have chosen to show you on these two pages merchandise which typifies this theory.

Above, on page VI, are four examples of good hot weather town clothes. For the business woman particularly, it is important to provide well chosen stocks of clothes that are cool and trim looking.

Below, on page VI, suggestions are made for the

older woman's summer wardrobe. In the May 15th Trade Edition, your attention was called to the importance of catering to this very profitable customer. These sketches offer further help in buying to her needs.

On this page, above, three evening dresses, typical of the summer mode, are illustrated. Moderate prices should be the key note of evening dress promotions at this season. Because of the rise of cotton and the increasing simplicity of the evening mode, it is feasible for budgets to be so balanced that evening clothes cost relatively less.

TRAINING FOR SALES

Selling Hot Weather Fashions

The wide advertising of cottons for town wear this summer is apt to be misunderstood by many women who will think that this means an acceptance of white and pink and blue resort dresses for dusty city streets.

Now is the time to teach your sales force the correct type of costume for hot weather wear in town.

Cool dark printed dresses with short sleeves and jackets in both cotton and silk crêpe are perfect. Touches of white at the neck and in hat, belt and gloves lend cool freshness.

The straw hat with a brim is, of course, most practical. Some New York shops sell different coloured bands with white and dark straws to make them adaptable to several dresses. This justifies a woman in buying a hat of better quality than she otherwise might.

Go through the merchandise of your store and have the girls pick out the clothes and accessories they believe good for town and those right only in the country. Then make corrections, stating practical reasons for them. Examples of good hot weather town costumes and accessories can be found on pages 38, 39, 47, 64, 65 of this issue.

Selling the Cotton Evening Dress

Cotton evening dresses fall into two different groups. They can be very formal or as casual as beach clothes.

Most of them are suited only to the young and slender and no attempt should be made to sell organdie and piqué to the stout older woman who will look better in chiffon or lace.

Demonstrate to your sales force which are formal and which aren't and also show them the kind of wrap and slippers to recommend.

On page 41 you will find suggestions for wraps and slippers. The personnel of the coat and shoe departments should be taught which merchandise can be tied up with cotton evening dresses.

PROMOTING FOR PROFITS

Lesson in Colour Combinations

Although colour contrast is definitely established, many women have not yet learned how to combine colours in any but banal and long-established ways. Interest in new fashions can be aroused by playing up the idea of new colour effects in advertising and window displays.

Examples of new combinations are beetroot with pale blue or pink, tomato red with hyacinth blue, violet blue with navy blue, tomato red with yellow beige, grey with brown, pale yellow with red, pale green with navy, and two tones of blue for evening.

In a window arranged to suggest a resort scene, models showing examples of each combination could be displayed. Excerpts from Paris cables enlarged on a placard would tell the story of how smart Europeans are working out such colour ensembles. Supplement your own cable information with that in the March 1st and May 15th Trade Editions.

Teach Customers to Tie Scarfs

The smartness of a scarf is achieved mostly by tying it well. Often not only the customer but the clerks in accessory departments don't know how to do this. Advertise that you will give instructions in how to tie a scarf. Then, in a window of accessories, display each scarf tied a different way. Have the saleswoman show the customer three ways of tying every scarf she buys. Many smart suggestions for new arrangements can be found among your files of Vogue Trade Editions.

Vogue's New Portfolio

The June 15th issue will introduce a special portfolio of smart economies which is to be a regular feature of Vogue from now on.

Every model shown will be at a price in keeping with the present market, but no model will appear in which quality is not the important feature. This portfolio will preach the gospel of quality as the true economy. We believe it will serve as a guide not only to the general reader but to the buyer who tries to maintain quality and her store's reputation in the face of a demand for low priced merchandise.



The New Perfumed Linit Beauty Bath

Instantly makes your Skin Soft and Smooth

Incredible as it may seem, the Linit Beauty Bath instantly makes the skin feel soft and smooth—and gives a gloriously refreshed sensation to the entire body.

While bathing in the Linit Beauty Bath, there is deposited on the skin surfaces an extremely thin layer of Linit. After drying, this fine, porous coating of Linit remains, which makes powdering unnecessary, eliminates "shine" from neck, arms and shoulders, harmlessly absorbs perspiration and imparts to the body an exquisite sense of personal daintiness.

Try this

Refreshing Linit Beauty Bath

Swish half a package or more of Linit in your bath. Instantly the water feels soft and "creamy". Step into this luxurious mixture, bathe as usual with your favorite soap... then, after drying, feel your skin! Soft and velvety smooth!

The new perfumed LINIT, in the Green Cellophane-wrapped package is sold by grocery stores, drug and dept. stores.



THE BATHWAY TO A
SOFT SMOOTH SKIN

INTERNATIONALIA

(CONTINUED FROM PAGE 88)

untidy, have been cut off. But the old bobbed *nuque* does not look quite pleasant. The Comtesse de Robilant has found a solution: her hair is parted diagonally on the left side and neatly curled in flattened rolls over both ears. In the back, a longer *mèche* is swept from behind her left ear to the right and fixed with a tiny pin under the right-ear ringlet. The hair is short underneath. There is great talk in Paris about Antoine's head *coiffeur*, Stanislas. He is very much in demand, to the extent of a waiting list of ten at practically any hour of the day—a quiet, serious little man with deep-set eyes and a firm conviction for coiffures like close-fitting silk caps.

There is a tremendous vogue of false eyelashes, at the moment. Madame Humbert is the great artist who first, in Paris, studied the proper shadow and mystery of eyes. Women took rendezvous with her in secrecy and came home in excitement. Husbands did not always notice the change, but the women did. Arranged by Madame Humbert, Lady Mendl's and Mrs. Corrigan's lashes were perfect. Nina de Polignac arrived for tea, *chez* the Princesse Jean-Louis de Faucigny-Lucinge, and everybody gathered around her and began talking eyelashes, she looked so well with them. So did the Comtesse de Breteuil, and so did the Comtesse Lo-Savio. Daisy Fellowes had hers done by Antoine (Eva is the person to ask for there). Elizabeth Arden does them beautifully and with much restraint.

Women without long eyelashes begin to look a little funny. To be most becoming, false eyelashes ought not to be ridiculously long—just slightly exaggerated, silky, and curly.

At informal gatherings in Paris, costumes, too, are informal. Smart Frenchwomen play golf all day and just run into town for a fitting or for a cup of tea with friends—changing nothing but their shoes, and their leather golf jackets for redingotes.

For morning, travel, and week-end wear, smart women have ordered the type of suit that Augustabernard makes so well. There is nothing to tell about it, except its beautiful sense of proportion and elimination. The smartest colour is a warm, sunny beige, though navy-blue or brown is more prevalent. The Marquise de Paris has a suit and redingote made of this light beige colour, with a sky-blue *crêpe de Chine* blouse. Madame Jean Larivière has a lovely Mainbocher coat with three-quarters sleeves and gloves, all in butter colour.

But though women are dressing in sports clothes just now, they are also ordering more typical town ensembles that will suddenly bloom in Paris at the end of June. Then, we shall have plain *crêpe* dresses, prints, fur *collets*, huge hats. Hats just now sum up two types: the beret, pushed on one side of the head, is king. But the *breton* and the *canotier* are also greatly favoured. If hats with brims still dip on the side, the newest bonnets are pushed back from the forehead.



I must have Vogue regularly.

Vogue, 420 Lexington Avenue, New York City

☐ Here are \$6 for one year (24 issues)

☐ Here are \$8 for two years (48 issues)

Name _____

Street _____

City _____ State _____

VM 6-1-32

Penny Facials



TRY THIS

to beautify the face. Press the knuckles very gently as shown and chew a stick of **DOUBLE MINT** for 25 counts. . .



Do THIS

Keep chewing for 25 more counts with the hands flat on the face as shown to feel the muscles pull and tighten. . . .



AND THIS . . .

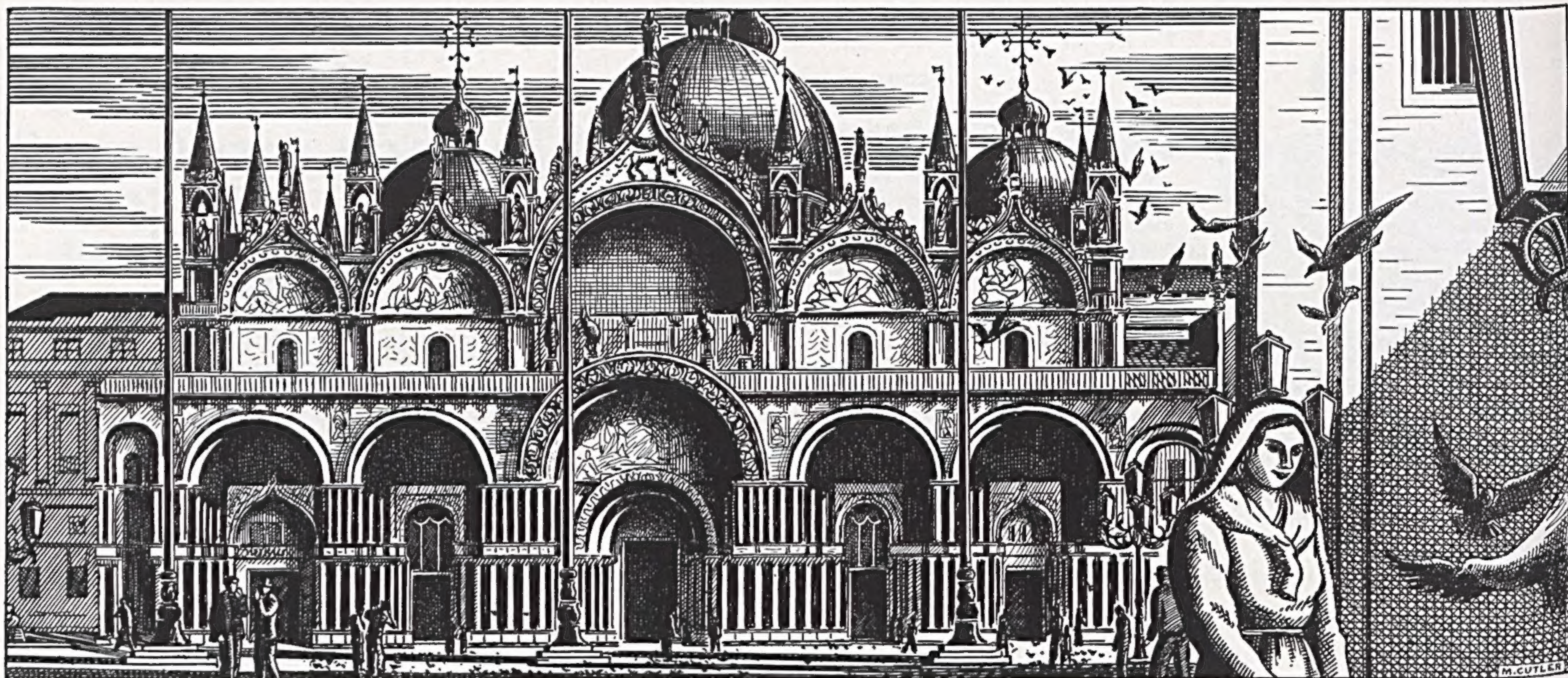
Place the fingers lightly. Chew on one side and then on the other 30 counts, swinging head in rhythm.



Patronize your BEAUTY SHOP weekly. Enjoy the daily chewing of DOUBLE MINT.

M-61

INEXPENSIVE · SATISFYING



ST. MARK'S, VENICE

Chimes that enchanted you in some old world twilight may now sing through your home!

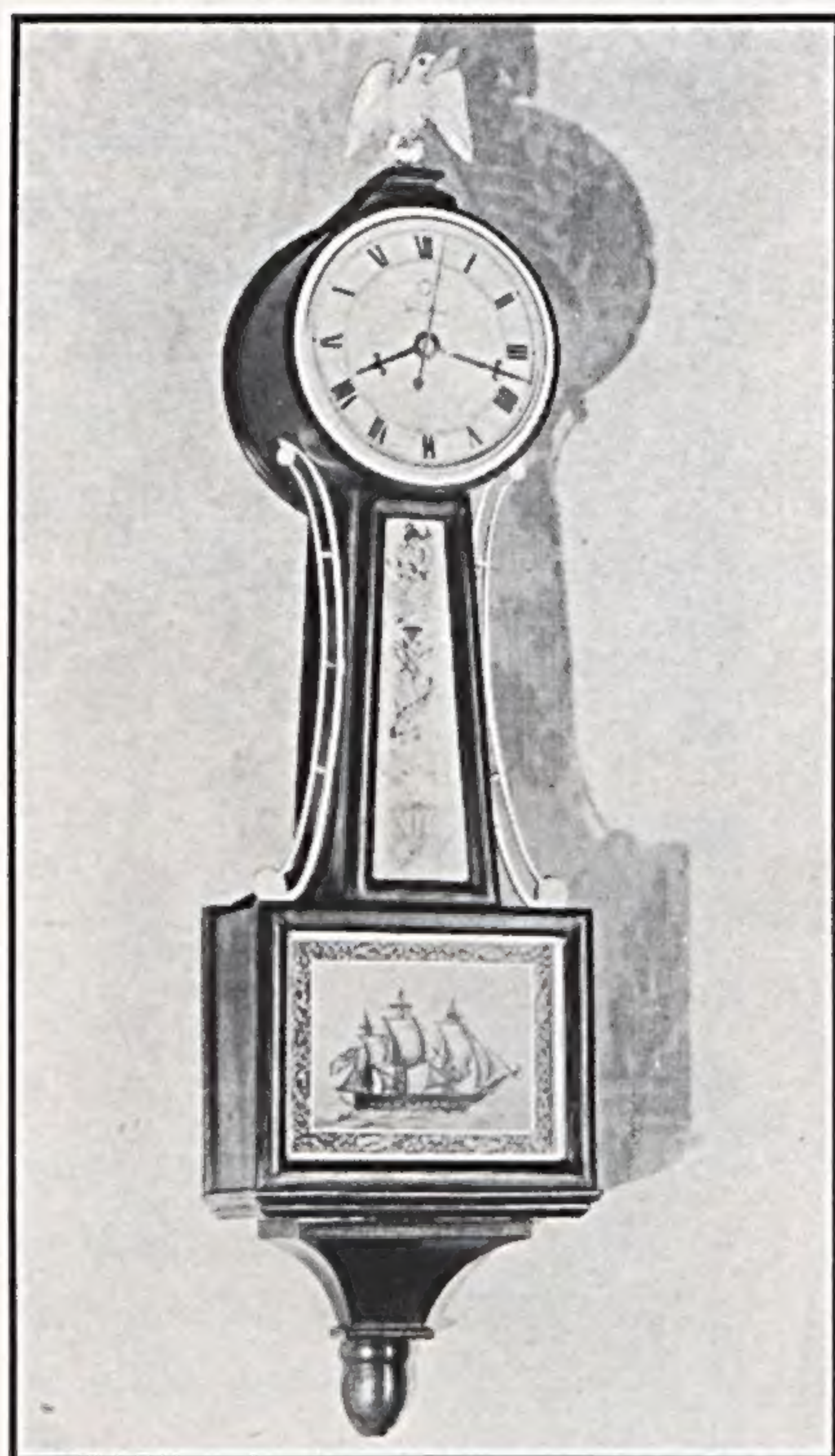
DID you ever listen at dusk as the cathedral chimes in some old world city sent magic music floating down? Now you may know in your own home the haunting beauty of those moments.

Revere has made them live again, in a series of distinguished chiming clocks. They bring you the most loved melodies of all the old world — Westminster, Canterbury, Whittington. They chime every quarter-hour — deep, full-toned notes — and strike the hour as well. Their cases are classic in design, carved from fine woods, with richly etched and inlaid dials.

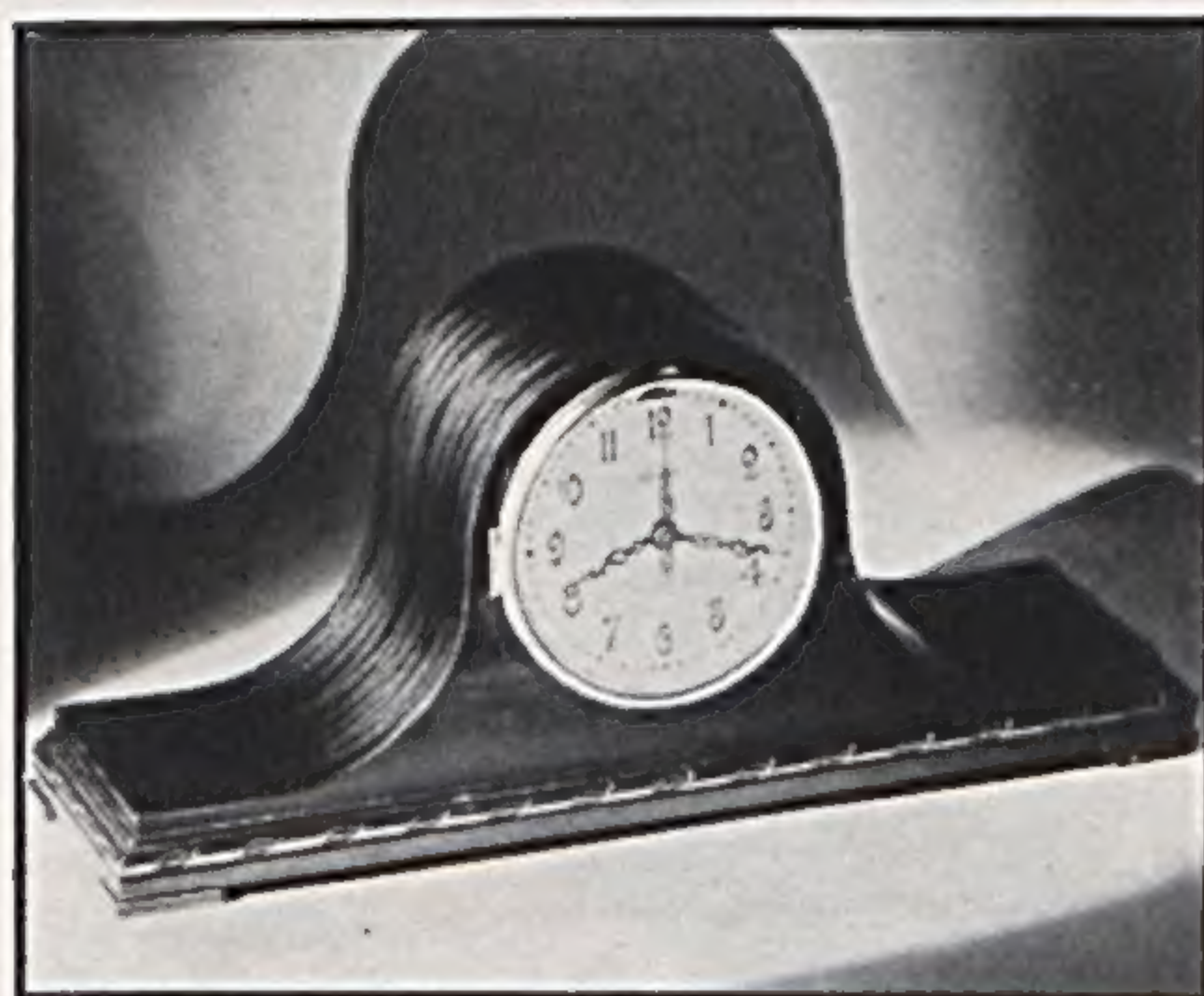
And inside every one is a tiny Telechron motor which translates alternating current from your electric outlet into accurate time. . . . There are, in addition, Telechron silent clocks with the same precision — alarm clocks that rouse you pleasantly from slumber — banjo clocks that grace any wall — distinctive desk and mantel clocks.

Truthful, trouble-free, friendly, Telechron Clocks soon seem like members of the family. Strike and chime clocks range in price from \$19.50 to \$650. Silent models as low as \$5.50. Consult your classified telephone directory for the dealer nearest you.

WARREN TELECHRON COMPANY, ASHLAND, MASS.
THE REVERE CLOCK COMPANY, CINCINNATI, OHIO



BULLFINCH — Mahogany banjo, with quaint brass eagle. Colored glass panels. 20 1/4" high. \$19.75.



R-812 — Graceful tambour. Mahogany case. 17 3/4" wide. Colonial design. Westminster chimes. \$29.



R-818 — Early-American design. Mahogany case. Decorated glass door. Westminster chimes. \$48.



R-930 — Gothic design. Dove-colored oak case. 9 1/4 inches high. With hour strike only. \$19.50.

THE CONDÉ NAST PRESS GREENWICH, CONN.

Telechron

Reg. U. S. Pat. Off. by Warren Telechron Co.

Then if ever come perfect days



PICK A STOUT BODYGUARD OF TOWELS FOR YOUR MARCH TO THE LAKE COUNTRIE

SO YOU'RE going to the hills this year, high up where pine needles whisper you off to sleep and the cold, clean lake slaps you wide-awake with a bang.

Where there's water, there must be towels — suitable towels and lots of them. Count up. . . . You'll need big, huggy ones for that early morning dive-dip-and-run — soft hand towels for hourly clean-ups — and extras for hikes, rock lunches, canoe trips and every other adventure. Take dozens of wash cloths, too. (Ask any real dude-rancher how helpful *they* are.)

It's easy now to assemble all the dryers you'll possibly need, since (if they wear Cannon labels) they're yours at the easiest prices ever. You'll find types for every job, styles for every mood. Each one fair but not frail, soft and tough, smart and

thrifty. Costs have slipped 'way down, but Cannon quality stays up. Cannon towels use a silky, long-fiber cotton — they have a close and even weave, thus a true gentleness and a sure efficiency.

And don't tell us their loveliness won't be part of your water cure! You'll see in them the pure blue of an infinite sky, fluff-white with young clouds—yellow and new green stolen from a mountain flower — glow of dawn and mauve of dusk — in fact, most of nature's nicest water colors.

So can't you find just a few dollars, quick? Won't you take them downtown with you, *now*? After all — your comfort and content out there begin right here. Surely you intend to be ready-and-waiting when the great days come. . . . Cannon Mills, Inc., 70 Worth Street, New York City.

A grand prize for the girl graduate, bride, bridge shark, week-end hostess, etc., etc., etc.

New Cannon bath sets have matching towels, wash cloths and bath mat—tied with ribbons and sealed in Cellophane. Prices for seven-piece sets in all-over designs range from \$2 to \$5. Extras, separately, go as low as 49c for bath towels. . . . Other styles, to suit all tastes, from 25c to \$2.50 each.



C A N N O N T O W E L S

FRESH! *not parched or toasted!*

WHEN you smoke Camels you enjoy all the rare goodness of choice Turkish and mild sun-ripened Domestic tobaccos. For the tobaccos that go into Camels are never parched or toasted. The Reynolds method of scientifically applying heat guarantees against that.

Protected against drying out by the Camel Humidor Pack, a positive air-seal, Camels

come to you with their natural moisture still present, insuring a cool, mild, flavorful smoke wherever you buy them.

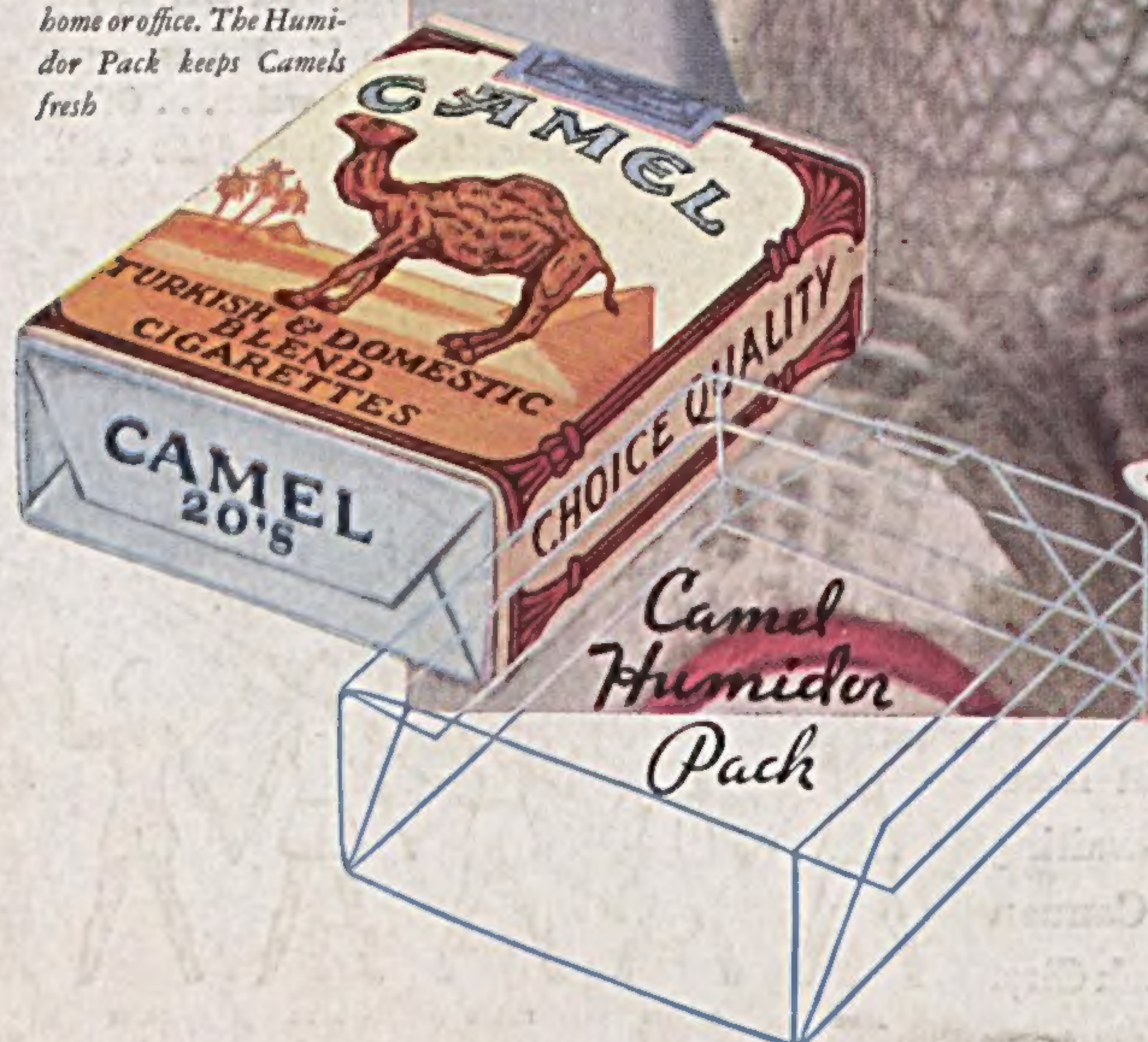
If you haven't smoked Camels lately, compare their fresh, mild delight with the sting and burn of dusty dry cigarettes. Smoke Camels, then leave them—if you can.

R. J. REYNOLDS TOBACCO COMPANY, Winston-Salem, N. C.

CAMELS

Made FRESH — Kept FRESH

Don't remove the Camel Humidor Pack—it is protection against perfume and powder odors, dust and germs. Buy Camels by the carton for home or office. The Humidor Pack keeps Camels fresh.



Smoke a fresh cigarette

"Are you Listenin'?"

R. J. REYNOLDS TOBACCO COMPANY'S COAST-TO-COAST RADIO PROGRAMS

Camel Quarter Hour—Columbia Broadcasting System

Prince Albert Quarter Hour—National Broadcasting Company Red Network

See radio page of local newspaper for time